



Across the centuries,
the message echoes anew,
'Peace on Earth,
Good Will toward Men'



A Success Story

By ROBERT WISCHMEYER

He was just a slum kid, born in a desolate place, not even in His parents' home town.

He was poor, dirt poor. Mom didn't even have a crib to put Him in. Not even a midwife, let alone a doctor, was there for His birth.

His dad worked with his hands, when there was work. They were shut out by those whom they asked to put them up for the night. "No room, no room," they were told.

Mom was young, most probably a teenager. Not really equipped to be a mother. Scared. Tired.

The world was in a mess. Their people were subject to another empire's power. There was little love in their land. Taxes were being imposed by the man across the seas who ran their country.

No kind of world to bring a little helpless kid into. Especially a kid without a good start in life, who would have to lift Himself up by His bootstraps to make something of Himself.

Poor, unsuspecting child. Little did He know that one day He'd be cursed and whipped and held up to scorn. Little did He know that whenever He tried to speak of "love" and "truth" and "goodness," He'd be mocked. Like many who would come later, He would find that in a world

of greed and power and pride His humble way would only make Him an enemy to some.

Asses would provide some warmth for Him in His first hours of life, and sheep would bleat about Him as men of the fields stared at this tiny little boy wrapped in a swaddle of clothes.

Unknown to most men, unheralded for nine-tenths of His life, once hunted by a madman, betrayed by even His closest companion, He never attained the worldly success and riches of many other boys who were born that day.

But He came into this world anyhow. He wanted to. He felt He had to. The poor, the rejected, the oppressed, the sick and the wounded and the aging would need Him.

And the rich and the healthy, too. The powerful, when they strayed. The oppressors, lest they continue to oppress. The greedy, lest they become greedier. The proud, lest they forget who they really were, or from whom their abilities came.

Somehow, too, His mother and father knew. And when they helped Him grow, they nurtured Him on what little they had. They gave Him life and love, and in turn—for all men—He gave life and love in great abundance.

They called him Jesus.

The management and staff of the
Sherbrooke Record wishes you
a joyful Christmas





WE BRING YOU OUR BEST WISHES

We hope Santa is generous to you!

La Menuiserie de l'Est Enr.

Gilles Descoteaux, prop.
73 - 9th Ave. - Sherbrooke
Tel. 569-4746

The art of hospitality and gracious living

tea-and-champagne punch will add a glow

Christmas is a time for sharing friendships, smiles, gifts and good cheer. A table set with Champagne Tea Punch will give a warm welcome to guests, wherever they be. An invitation to a gathering at your house can be elegant without being elaborate. Deck a table with a red cloth, add a garland of greens, some bright ornaments and festive foods and you'll make the mood merry.

Use your favorite punch bowl for the center of attraction but instead of punch cups substitute your finest, thinnest champagne glasses. This glowing amber punch has a base of aromatic Constant Comment Tea and the spicy orange flavor is enhanced with brandy and bubbly champagne. Never was a Wassail bowl so inviting! The ice ring is made of the same tea base, so your punch will stay chilled but won't be diluted.

If there are "have-everything" people on your shopping list, or if you're searching for a last-minute gift for your favorite holiday hostess, you might keep in mind that a gift of fine tea is always sure to please. Choose a canister of one special tea or a selection like Bigelow's attractive library assortment of 14 Great Teas of the World.

Champagne Tea Punch
(Makes about 2 quarts)

- 2 quarts water
- 6 Constant Comment tea bags
- 3 tablespoons sugar
- 1/2 cup brandy, chilled
- 1 bottle champagne, chilled

Bring water to boil in large saucepan; add tea bags, cover pan and steep 5 minutes. Remove tea bags; cool tea. Pour 1 quart tea into 5 1/2 cup ring mold; add orange slices, maraschino cherries, if desired. Freeze until firm. Add sugar to remaining tea and stir until dissolved; chill. Place tea ring in chilled punch bowl just before serving. Add tea, brandy and champagne; stir and serve.

Jewel Cookies

(Makes about 4 dozen cookies)

- 1 cup butter
- 1 cup confectioners sugar
- 2 cups sifted all-purpose flour
- 1/2 teaspoon salt
- 1/2 cup toasted* finely chopped filberts (about 2 ounces)
- 1 jar (3 ounces) red maraschino cherries, drained and chopped
- 1/2 teaspoon vanilla

Cream butter and sugar until light and fluffy. Add flour and salt; blend thoroughly. Stir in filberts, cherries and vanilla. Chill. Shape into small balls and place on ungreased baking sheets. Bake in 275 degree oven 30 minutes, or until cookies are very lightly browned.

*Spread filberts in shallow pan and place in 400 degree oven 10-15 minutes, stirring occasionally.



FLOATING TEA RING will be a conversation piece at a holiday party. Don't let holidays rush by without taking time to savor the joys of the season. This glowing Constant Comment Champagne Punch is a perfect welcome for guests and it's quick as a wink for the busy host or hostess to prepare. The tea ring is made of the same orange spiced tea, so the flavor of the punch is never diluted. Photo: courtesy R. C. Bigelow, Inc.

COSMETICS . . . Shoulder-length hair suddenly adds glitter, glow and gilt of the barret and hair band. Faces gleam with health and cleanliness underneath, and then the sheerest foundations and coloring sticks and gels to bring out the glow. Eyeliner is out for the moment, and only the most natural looking of lashes. Mascara takes center stage with 3 coats in three different colors making the difference.

peanut butter cookies come in many sparkly variations

The traditional sights, sounds and smells of Christmas would not be complete without freshly baked cookies. While Dad is busy chopping off the top of the tree to make sure it barely touches the living room ceiling, the kids are hunting for favorite ornaments and the family pooch is snuffing the ever-

green intruder. Mom is busy in the kitchen making up festive goodies.

For Christmas cookies that are bound to become a tradition in your home, the home economists in the test kitchens of Peter Pan Peanut Butter suggest an all-purpose recipe that can be shaped, molded and decorated to suit anyone's fancy. The rich peanut butter flavor of these cookies will go well with the trimmings of the season, including dried fruit, chopped nuts, jelly, glacé cherries and candy sprinkles.

After Mom has made up the recipe for the peanut butter cookie dough, let the junior family members take over the finishing details of the cookies. Arm them with a cookie press or a pastry tube and let them create the various shapes. The cookie dough can be formed with a thumb print indentation and filled with jelly; it can be flattened out and decorated with glacé cherries or baked and dipped in melted chocolate.

Peanut Butter Christmas Cookies

(Makes 5 to 6 dozen cookies)

- 1 cup smooth peanut butter
- 1 cup butter
- 1 cup firmly-packed brown sugar
- 2 eggs
- 2 teaspoons vanilla
- 3 cups sifted all-purpose flour
- 1/2 teaspoon salt
- 1 to 1/2 teaspoon cinnamon
- Colored candy sprinkles

Cream peanut butter with butter. Gradually add sugar. Beat in eggs and vanilla. Sift together flour, salt and cinnamon. Stir into peanut butter mixture. Shape dough* into 1-inch balls (about 1 tablespoon dough). Roll in candy sprinkles. Place on ungreased cookie sheet. Bake in 375 degree oven 8 to 10 minutes.

*VARIATIONS

1. Place balls on cookie sheet, make indentations with thumb. Fill each with 1/2 teaspoon jelly. Bake as directed above.
2. Flatten balls on cookie sheet to 1/2-inch thickness. Decorate with nuts or glacé red and green cherries, as desired. Bake as directed above.
3. Force dough through pastry tube to form Christmas wreath, decorate with red and green glacé cherries. Bake as directed above.

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SERVICE STATION
Marcel Dumas Reg'd.
25 BIG FORKS ST. N. — Tel. 569-3717 — Sherbrooke

Holiday Greetings
May the happiness of Yule never part, and its wonderful spirit remain in your heart.
Alice Potvin
HAIRDRESSER
401 London St. — SHERBROOKE — Tel. 562-3711

We wish to thank all our customers and all those who have encouraged us during the past year and wish you all **MERRY CHRISTMAS AND HAPPY NEW YEAR**
Gilles Boisvert
FURNITURE
303 King St. West — SHERBROOKE — Tel. 563-4743

GREETINGS
Sherbrooke News Co. Inc.
154 Wellington St. North
Tel. 569-1466
Sherbrooke, Que.

NOEL
Christmas Cheer to Everyone!
At this festive season, may I take advantage of the opportunity to offer my thanks for your cooperation and thoughtfulness in so many ways during 1970, and extend sincere good wishes, including Good Health, Strength, Happiness, Prosperity, Contentment and the fulfillment of our fondest dreams.
Donald Kilgour
SUBSCRIPTIONS SERVICE AGENT FOR ALL MAGAZINES, GREETING CARDS, NOVEL AND USEFUL GIFTS.
1332 Denault St., Room 1 — SHERBROOKE
Tel. 562-9368

Face Those Holiday Papparazzi Serenely

"Wondering how you can be the best-looking girl in the holiday photos that will be snapped from now to New Year's Day?"

The answers won't come in Santa's sack or from wishful thinking. You can get some clues, however, by first taking a look out the window. Then check your thermostat. Follow up with a careful look at your complexion in the mirror.

Now, add up these clues and you should be able to see just why harsh winter weather and dry central heating can rob your complexion of its natural photogenic qualities. You should also see why holiday loveliness must start days ahead of Santa's arrival with some very special, but time-saving, complexion care.

You can make sure you'll be facing the Seventies with the prettiest possible complexion if you ring in the new year with beauty aids such as Pond's Basics. Each has been formulated to specially suit a specific skin type or complexion problem — everything from extra dry to oily or blemished.

Why spend your ever-shrinking dollars on complicated beauty regimes that get put away once you've realized how time-consuming they really are?

NOEL
May the star that shone on the night of His birth light your heart with everlasting love.
Wellington Tire Limited
Tel. 567-4881
154 Wellington St. S. SHERBROOKE

To all our friends and customers, best wishes for a **MERRY CHRISTMAS HAPPY NEW YEAR**
Beaudry Electric Ltd.
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Happy Holidays
We share in your hope that this Christmas will be better than ever for you and your family.
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Yule Greetings
May the blessed spirit of this holy season dwell in the hearts of all. Merry Christmas.
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Abattoir
Meat Wholesale and Retail
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OUR MANY THANKS TO YOU ALL, AND TO ALL A VERY MERRY CHRISTMAS!
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Holiday Greetings
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Tel. 562-3660
Sherbrooke, Que.

Yuletide Greetings
From All Of Us At **A. R. Wilson Ltd.**
Plumbing & Heating Contractors
270 Dufferin St.
Tel. 569-2509
Sherbrooke, Que.

MERRY CHRISTMAS
For all our faithful friends, we hope this Christmas brings real rejoicing, and deep contentment to you and your family.
BECKWITH-BEMIS LTD.
1145 Belanger St. — SHERBROOKE

Christmas Cheer
Our wish for you in this Yule season is peace, faith and good will for you and your loved ones.
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MERRY CHRISTMAS to EVERYONE
We hope your holiday is grand.
Gauvin & Frere Ltee
Paul & Raymond Gauvin, props.
906 Galt East — Tel. 562-3803

Holy Night
CHRISTMAS CHEER TO EVERYONE!
E. T. Auto Supply
and its personnel wish to thank their clients and friends for their patronage in the past year and wish all
A MERRY CHRISTMAS HAPPY NEW YEAR
Bob Moulard, prop.
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A MERRY, MERRY CHRISTMAS
And many thanks to you for your patronage.
Royer & Fils Inc.
PLUMBING AND HEATING CONTRACTORS
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Best Wishes
 Carols tells of Christmas wonders
 and this greeting tells of gratitude
 to our customers.

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MERRY CHRISTMAS
 HAPPY AND PROSPEROUS
 NEW YEAR

to all our customers and friends
 of Sherbrooke and vicinity.

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 are so bright and gay,
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Richard Bean — W. C. Hughes — David Beaulieu
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 61 Wellington South — Room 1
 Tel. 569-9153 — SHERBROOKE

Season's Greetings

We extend our sincere good wishes.

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Season's Greetings

Our wish is one
 that isn't new...
 but still we'd like
 to say to you:
 Merry Christmas!

J. A. Pigeon Reg'd.
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Beauty of the season

festive food-drink
 fare features
 gala winey punch

Festive food and drink are the
 best part of the holiday season.
 This year, make them even better
 by preparing traditional recipes
 with wine. Punches and party
 drinks are easy to prepare if you
 have a bottle of party punch wine
 on hand.

The home economists at Mogen
 David Wine Corporation have de-
 veloped many new holiday ideas
 which use party punch wine as a
 main ingredient.

Punches can combine this
 blended fruit wine with any num-
 ber of different ingredients. Try
 pouring it over an ice block in a
 punch bowl. Top with scoops of
 raspberry sherbet and drizzle in
 a bottle of dry champagne. Or

combine party punch wine with
 vanilla ice cream, pour into the
 punch bowl and add sparkling club
 soda.

Another winning combination is
 party punch wine and orange juice
 garnished with orange and lemon
 slices.

After selecting a punch recipe,
 mix as much as you can before the
 party. Omit items such as spark-
 ling soda or champagne or ice
 cream — add them at the last
 minute. Store the ready-made
 punch in milk cartons or gallon
 glass bottles in the refrigerator.
 That way you're always ready to
 replenish the punch bowl without
 last minute mixing and measuring.
 The pre-mixing allows the flavors
 to blend and mellow too.

An ice block is the ideal way to
 keep punch cool because it melts
 slower than smaller ice cubes. The
 ice block can add an attractive
 touch to the punch bowl if you
 freeze your own in a fancy gelatin
 mold. Use distilled water for a
 sparkling clear ice mold. Before
 freezing, add fruits such as lemon
 or orange slices, pineapple rings,
 maraschino cherries or grapes to
 the mold for an extra touch of
 color.

The distilled water can be tinted
 a bright holiday red or green with
 food coloring, if desired. Be sure
 to make two ice molds and store
 the extra in the freezer so that you
 can replace the melted one easily.

Party punch wine can be used in
 preparing other foods, too. A holi-
 day ham is extra flavorful when
 glazed with a mixture of party
 punch wine and brown sugar
 (about 1/2 cup of each for a 4-pound
 ham). Brush the ham liberally
 with the glaze about 45 minutes
 before roasting is completed.

Fruited gelatin molds or indi-
 vidual molded salads benefit from
 the fruity flavor of party punch
 wine. Substitute the wine for 1/2
 of the liquid called for in your
 favorite fruit-gelatin recipe.

Add the wine to fruit cup appeti-
 zers or large fresh fruit bowls.
 Pour over the fruit and marinate
 in the refrigerator at least 3 hours
 or more before serving. Wine adds
 a distinctive new flavor to any
 fresh fruit combination.

For classic rice pudding, blanc
 mange or molded baked custards,
 a sauce made with party punch
 wine and strawberries adds a
 touch of color and a sweet, fruity
 flavor.

Heat together 1 cup of party
 punch wine and 2 cups fresh or
 frozen strawberries until bubbling.

Pour into the blender and blend
 until smooth. Reheat and thicken
 with 2 tablespoons of cornstarch
 mixed with a little cold water.
 Serve slightly warm or cold.

Party punch wine is the perfect
 ingredient for perking up festive
 drinks and punches.

Ruffles, fringe, feathers and
 braid add those inimitable fashion
 touches that complement a mood.
 Today's beading is used imaginatively
 and effectively. Watch, in-
 stead, for snakeskin and leather
 details, for a lavish use of fur.

Spectacular

Here's a gift idea that will
 be appreciated by anyone on
 your list who wears glasses.
 Buy an attractive eye glass
 case — or sew one yourself,
 using a colorful, unusual fabric.

FOR A FELLOW-WORKER

Choose a cheery coffee mug or
 pretty pencil holder and fill it
 with personal sizes of handy beauty
 products. For instance, an extra
 dry skin cream in jar or tube is
 helpful to have at the office and is
 pin-money priced. Another wel-
 come tuck-in is a crystal cream
 cuticle remover for professional
 manicures and pedicures.

See what we mean? Imagination
 and good taste can make your
 "little gifts" appreciated for many
 months to come!

MERRY CHRISTMAS!

SINCE THE DAYS OF MYRRH AND INCENSE, a gift of fragrance has
 been a world-wide tradition. The appealing roses and jasmine scent
 of the new Vive Le Bain cologne will warm the heart of your Special
 Someone.

**gifts of beauty are
 traditional at Xmas**

Christmas traditions warm the
 heart and make the whole world
 kin. We've been collecting Christ-
 mas lore and find it lovely! Did
 you know that on Christmas Eve
 the wood carvers of Oberammer-
 gau ski down the mountain slopes
 of Austria with flaming torches in
 hand, singing as they go? Doesn't
 that conjure up a picture? Time
 was, in Sweden, when the prettiest
 girl in the family played the role
 of Lucia at the Feast of St. Lucia
 on December 13th. — her "privi-
 lege" to wait on everyone else for
 that entire day! Do you suppose
 they still do it in 1970?

Flowers are used in Spain and
 Italy instead of evergreens and
 holly. In Sicily, a Christmas tree
 is decorated with apples and
 oranges. In England the Yule log
 must be big enough to last until
 New Year's Day. And Santa Baby
 goes by many names in many
 places. He's Julenissen in Den-
 mark. Pere Noel in France, and
 the "Abbot of Unreason" in Scot-
 land. In Italy he is Befana, an
 old woman on a broomstick, who
 brings gifts on the 6th of January.

In many countries, in the "more
 blessed to give than to receive"
 tradition, gifts are exchanged
 twice during the Yuletide season.
 On Christmas Eve in Italy, while
 waiting for Befana, young and old
 draw gifts from a jar known as the
 Urn of Fate. Pere Noel comes on
 Christmas Eve in France, and
 gifts are again exchanged on New
 Year's Day. And, of course, the
 day after Christmas is Boxing Day
 in England where tradespeople
 and household help are remem-
 bered with boxes of money!!!

An old romantic Swiss tradition
 has it that the boy or girl who
 takes three sips from nine differ-
 ent fountains, while the bells are
 ringing for midnight service on
 Christmas Eve, will find their
 future mate standing at the Church
 door. A regular courtship will
 begin at once if the spell has
 worked.

Fragrance at Christmas time
 casts many a romantic spell, too.
 From the days of myrrh and in-
 cense to the almost traditional
 gift of the 20th century, of perfume
 or cologne to at least one, if not to
 everyone on the Christmas List.

Two gifts on the same day — to
 someone close — are very much
 a part of our Holiday traditions
 here at home, where one's parents
 may receive something for the
 house — as well as a personal gift
 like Burley after-shave lotion for
 Dad — and maybe Vive Le Bain or
 Taj perfume for Mom. Or a kid
 sister may be happily steered in
 the right direction on makeup,
 with a Corsisk compact tucked
 away into her new over-the-
 shoulder gift satchel.

As for one's dearly beloved,
 over and above that camera, or
 bit of jewelry, a set of Lime
 grooming luxuries by the men at
 Old Spice will cast its own spell.

A Christmas Wish

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Season's Greetings

I wish to take this opportu-
 nity to extend to all my
 friends and customers my
 sincere thanks for their
 patronage in the past year.
 We hope to serve you again
 in the New Year.

Etienne Morel, M. H. B.
 Jewellery - Glassware - Diamonds - Watches
 339 Alexander St. — SHERBROOKE — Tel. 567-5474

Silent Night, Holy Night

**Gifts of health and happiness we wish
 for you at Christmas.**

E. Adam Reg'd.
 GROCER - BUTCHER - BEER - PORTER
 984 Princess St. — Sherbrooke — Tel. 562-1577

Greetings to all our Customers

Thompson & Alix Ltd.
 SHERBROOKE, QUE.

To all our Friends and
 Customers

Salon Laurent
 Enrg.

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 SPECIALTY
 Capillary Treatments
 And our DEEP WAVE
 PERMANENTS "STARLING"
 from PERMA QUALIFIED
 EMPLOYEES.
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 Tel. 569-6566

Season's Greetings

Lots of warm, friendly
 wishes from us to you
 at this joyous season,
 and a special thanks for
 allowing us to serve you.

**Les Entreprises
 Yvon Fournier Inc.**
 Plumbing — Heating — Ventilation
 417 Galt West — SHERBROOKE — Tel. 569-9159

*Merry
 Christmas*

Holiday Greetings

'Tis time for Santa to fill the
 stockings. Time for us to
 wish you a Christmas
 overflowing with joy and
 blessings.

The management
 and staff of

"Elody" Inc.

Place Belvedere — Mrs. Gina Costanzo, prop.
 SHERBROOKE — Tel. 562-0221

Silent Night, Holy Night

MAY YOUR CHRISTMAS BE BRIGHT

Salon Pauline
 Pauline Noury, prop.
 1035 King West — Tel. 569-1336 — Sherbrooke

MERRY CHRISTMAS

F. Collette
 TAILOR
 84 King St. West, Apt. 10, Sherbrooke
 Tel. 562-4334 (Res. 562-1116)

**Merry
 Christmas**

With the coming of
 the Yuletide we extend
 to our many fine friends
 and their families our very
 best wishes for a happy holiday.

William Lavallee Construction Ltd.
 GENERAL CONTRACTOR
 435 Cliff Street — SHERBROOKE — Tel. 569-5901

Welcome the season with your beautiful best



GREETINGS
This little wish is our way to bid you good tidings on Christmas Day

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Excellent choice of yard goods, sewing accessories etc.

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Local and Long Distance Moving.
Daily Service — All Cargoes Insured.
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Season's Greetings
Yuletide joys are drawing near, let's lift up voices loud and clear; and to our friends we do profess, our wishes for their happiness.

Hercule & Ronald Marcoux
Real Estate Broker — Mortgage Loans
150 Argyle St. — Tel. 569-5941
SHERBROOKE

Happy New Year
Romeo Dry Cleaning
Romeo Cloutier, prop.
Branches: 216 Alexander and 1404 Galt W.
Tel. 562-4707

Best Wishes for the Holiday

Leclerc Dairy Ltd.
760 Chalifoux Street — Sherbrooke, Que.
Tel. 563-2525
"Your Favourite Dairy Products"



DEEP RED BEAUTY OF ROSES to glow on a holiday table. Stealing a few tricks from Santa's bag, florists designed the "snowflake" centerpiece to add a note of fanciful sophistication. White Fuji mums and babies-breath create an impression of snowflakes and enhance the red beauty of the roses. Accents of seasonal greenery complete a floral effect which would delight even Scrooge. An FTD fun plus — the little gift boxes (inserted with wire stems) are easily removed to provide each guest with a special Christmas surprise.

Fantasy of blooms

That magic-filled time of the year is almost here, signaling the approach of delightful fancy which will descend on homes across the land.

This annual phenomenon will cause children from six to sixty, whether born sceptics or graced with fertile imaginations, to look to the skies in search of a white-bearded, red-suited fat man sleighing over roof tops behind beloved red-nosed reindeer.

At any other time of year this might be deemed a national malaise. But this is a magic time. This is Christmas!

While it is also the season of sleighs and snowbells, neither are nearly as alluring as a cozy home accented in seasonal finery and offering tempting good cheer.

Christmas decorations, limited only by the bounds of imagination, do not have to shatter the family budget. One of the simplest and least expensive methods available to today's dollar-conscious consumer bent on sprucing up her home for the holidays is the use of fresh flowers. While they provide a wide variety of selections to give flair to your decorations, fresh blooms are also a part of Christmas lore and decor around the world.

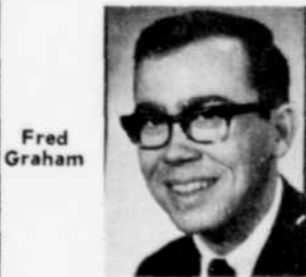
To lighten your pre-Christmas decorating schedule, plan ahead and stop by your local FTD floral expert to ask about distinctive floral arrangements and decorations. These florists can combine fresh apples and other colorful fruit with branches of pine to make truly outstanding door pieces. Inside, they'll turn your wreath's best face indoors and insert scarlet carnations in place of the usual red berries.

The florists also suggest placing greens and a bright red or white poinsettia plant on top of the mantle, accented with Nativity figures and a grouping of colorful holiday candles as a reminder of the Season's religious origins. Flowers in every color can also be used to create a Della Robbia design for almost any area of the house. Or, lay a simple green wreath flat on the dining table to surround a

small centerpiece of candles and fresh red roses.

At the same time, you can also give him your Christmas list of flowering gifts for friends and relatives out of town. Not only will this eliminate the possibility of forgetting someone special, but it will save the weary Christmas shopper much shopping, wrapping and shipping time.

Greetings to You & Yours



May this Christmas be the Merriest ever and may the New Year bring Happiness and Prosperity to you, your friends and loved ones.

See us for friendly consultation on all your insurance problems.

Hartley F. Graham Inc.

General Insurance

1561 Galt St. W.
Tel. 569-9118
Sherbrooke



Greetings

Tel. 562-3929

Merry Christmas

from

Claire Pidgeon

and Personnel
HAIRDRESSER

845 Montcalm St.
Sherbrooke

PARTY DRESSES

Children's clothes reflect their elders' mood of elegance, peaking for the holiday party season.

Lush fabrics such as taffeta (plaid or satin-striped), satin, moire... fit into a Victorian or Edwardian niche. Embroideries and braid continue the peasant theme. Man-tailored classic clothes give way to softer and softer things. The newest shape is not the dirndl but the fully flared skirt... one that moves without gathers.

Colors are softer too. Pastels and medium shades are smoked over. Pistachio, mauve, ivory, apricot and aqua on the paler side, rose, Wedgwood blue and green, smoky spruce green, muted cherry, coppery brown on the deeper end of the scale.

The combine of beauty with unprecedented performance which a new weave of nylon has achieved was amply visible in crepe, ottoman and brocade distinguished for their elegance and vitality. Mostly grey or white here, the fabric also exemplified the comment of one designer, who stated: "Seventy

percent of the collection is black, white and grey. Yet it is a collection which has real color life.



Vacuum Centre

Roger Pelletier

817 King St. W.,
SHERBROOKE

Tel. 569-4808

We would like to thank all our friends and customers for their encouragement during the past year.

BEST WISHES TO ALL!

A Christmas Wish
May the meaning of the first Noel light up your heart with everlasting peace, good will.

The management and staff of
Conway & Conway
LIMITED
Insurance
6 Wellington St. S.,
Sherbrooke.
Tel. 562-3871



Gabriel Dubreuil, prop.

HOLIDAY CHEER

We wish you a Christmas in the friendly spirit of an old-fashioned Yule! Greetings from

Gabriel Dubreuil

1151 King St. East — Sherbrooke
Tel. 562-3892

His Worship Mayor Marc Bureau and the aldermen of the City of Sherbrooke

extend best wishes to the population of

the City of Sherbrooke for a

Merry Christmas and A Happy and Prosperous New Year!




Merry Christmas and a New Year full of Happiness, Health and Prosperity!



HOWARD WALKER
Service Station
167 Queen St. — Lennoxville, Que. — Tel. 567-7966

YULETIDE GREETINGS!



Lloads of Cheer!

H. Ruel
LICENSED GROCER
251 Queen St. — LENNOXVILLE — Tel. 567-4073

TO OUR FRIENDS



A part of this joyous season is our memory of the wonderful customers we have served!

L. O. Cass & Son Ltd.

Funeral Directors — Ambulance Service
LENNOXVILLE — AYER'S CLIFF
MAGOG — STANSTEAD

Best Wishes



E. G. Wells
Real Estate Broker
30 Massawippi Street — LENNOXVILLE

HAPPY HOLIDAY



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

Bown Lumber Inc.
LUMBER AND MILLWORK
28 Conley St. — LENNOXVILLE — Tel. 569-9978

MERRY CHRISTMAS

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



SUPREME SUPERMARKET

G. L. BEAULIEU INC.
Lennoxville
Free Delivery — Tel. 569-5971

Salvation Army provides for the needy

What does it cost when a girl gets off to a wrong start in life, when a man drifts into heavy drinking and deserts his family? When a neighbour takes a wrong turn in life, it may cost the public additional dollars in welfare services to feed and clothe a family which has no breadwinner, to provide care for a baby born out of wedlock. A boy may start as a school dropout and wind up a prison inmate or narcotics addict, his unproductive life behind bars costing an enormous sum in money and misery.

The Salvation Army claims no magic cure-all for all the world's mistakes and miseries, but its program of spiritual guidance and wholesome activities for young people, old people, all people, does contribute to family and community stability, and thus helps keep down the cost of welfare and institutional services.

There are no statistics on the subject, but it is a safe bet that not many young people who have found interesting and purposeful activities at The Salvation Army, wind up in police courts, mental hospitals, or jails.

In addition to preventative efforts, The Salvation Army also offers "curative" programs, meeting spiritual and material needs. It is national and international in scope and offers many services beyond its local

Corps activities.

A frightened young girl may come to The Salvation Army and pour out her story. She will be referred to one of the Army's thirty-one homes and hospitals for unwed mothers where she will receive medical care and be sheltered from criticism and curiosity.

Throughout the world, Salvation Army officers are welcome in jails and correctional institutions. Thousands of prisoners are gaining a new outlook through Salvation Army sponsored Bible study courses. Officers frequently act as parole advisors when a man has been released. One of the Army's aims is to

Christmas Greetings



Thanks to all our loyal customers for making our holiday a merry one. It's our pleasure to serve you.

Earl Marshall
Plumbing and Heating Contractor
16 Park St. — LENNOXVILLE — Tel. 569-4253

and the cupboard was bare

At some time or other, most of us have chuckled over the nursery rhyme of Old Mother Hubbard who went to the cupboard to get her poor dog a bone — but it is a sad fact that within our own town, even as Christmas approaches, many

Practical Christianity

Christmastide is essentially a festival of goodwill. It almost seems as though people have waited all year long to give vent to their feelings of generosity and brotherly love.

All around the country this spirit of giving is obvious. There are more special church services held at this time than any other part of the year. The press, radio and TV programs devote space to Christmas messages where everyday topics once were used. Christmas cards, another annual affair, carry sentiments of peace, love and hope for the new year.

This Christmas, The Salvation Army, in its spirit of practical Christianity, will continue its tradition of helping the less fortunate through the distribution of toys and clothing, the provision of Christmas dinners, friendly visits to the shut-in, and concern for the special needs of young and old.

By the way, what are you going to do this Christmas?

Gift That's Twice the Fun to Give, Receive

What to do with a gift that's round? Or one that rattles in its box and gives away its identity? These are questions often posed at Christmas time.

Take, for example, a bowling ball. It's pretty obvious under the tree — even when wrapped in its packaging carton.

You can tell by the way the box rattles and by its weight that indeed there is a bowling ball inside.

But, suggests Brunswick Corporation, there's a way that the gift can be disguised so the surprise remains until Christmas morning.

First, take the ball out of its normal box and insert it instead into a hat box lined with old towels. Then, to add to the ruse, stuff towels around the ball so it cannot move, and gaily wrap the box. Now, even when investigated by Christmas "spies," the gift will remain a secret.

A pair of bowling shoes to match will remain a secret if packed securely into the ball box.

The bowling bag presents a serious challenge to the best disguisers. One suggestion: From your grocer, obtain a large soap box; fill it with newspaper and lay the bag on top, then wrap the package.

Gift wrapping secrecy at Christmas can be as much of a challenge as you make it. And adds to the fun.

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

Clark's Newsstand Reg'd.
107 Queen St.
Lennoxville, Que.
Tel. 567-3707

Warmth and love for the lonely

Many people cannot look forward to happy reunions with their families at Christmas. These are the inmates of prisons, the elderly in nursing homes, the sick in hospitals and other institutions which The Salvation

Happy Holiday

MERRY CHRISTMAS from the Management and Staff of the DANCE HALL

La Paloma
See You New Year's Eve!

To all our customers and friends MERRY CHRISTMAS! HAPPY NEW YEAR!

Desruisseaux Garage
Henri Desruisseaux, prop.
Body Work — Painting — Welding
TOWING SERVICES
Consult a specialist!
261 Queen St. — Tel. 562-9743
LENNOXVILLE, Que.

Season's Best

to all our customers and friends.

Salon Ado Enr.
114 Queen St. — Tel. 567-9622
LENNOXVILLE, Que.

Many thanks for your past patronage, and may we have the pleasure of serving you in 1971.

THE MANAGEMENT AND STAFF OF

Ray's Radio Taxi
1b Depot Street
Lennoxville, Que.
Tel. 562-2411

Let us chauffeur you during the Christmas and New Year holidays.

MERRY CHRISTMAS

As Christmas unfolds its magical charm and wondrous beauty, we extend to you our warmest greetings.

Fairview Dairy Inc.
L. A. Yetter (Prop.)
LENNOXVILLE, Que. — Tel. 562-7266

Merry Christmas to All

Because we realize how much our success is due to you, we are most sincerely appreciative from the staff and management at

LENNOXVILLE BUILDING SUPPLIES LTD.
147 Queen St. — 567-4874 — 567-4875
LENNOXVILLE



A Merry Christmas and God's Blessing in the New Year

The committee in charge of MAPLEMOUNT wishes to thank all who have been helpful in working and giving towards the Children's Home in Cookshire and to wish them

MERRY CHRISTMAS

HAPPY NEW YEAR

to all my customers and friends in Johnville and region and I wish to thank them for their patronage during 1970.

BERTRAND LANDRY
TELEVISION REPAIRS

Sales and service: Radios, T.V., Stereos, Stoves, Washers, Dryers, Refrigerators
JOHNVILLE, Compton County
Tel. 837-2509

We're sending you our very best at Christmas!



Best Wishes for Christmas

Dussault Tire Sales
REG'D
425 Queen St. — LENNOXVILLE — Tel. 569-3848

Season's Greetings



To our faithful employees, their families our customers and friends

Union Screen Plate Co. Ltd.
Division of CAE INDUSTRIES LTD.
Head office: Lennoxville, Que. Branch at Brampton, Ont.

Have a fire-safe Christmas

GREETINGS

MERRY CHRISTMAS and a VERY HAPPY NEW YEAR

To all our clients and friends in East Angus and vicinity.



Boulanger Electric Reg'd.

Paul-Emile Boulanger, prop.

Electrical contractor — Heating specialists
Ornamental lighting

EAST ANGUS — Tel. 832-2919


RINGING-IN WISHES FOR A MERRY CHRISTMAS



Laiterie Couture Inc.

118 Angus St. — Tel. 832-2781 — East Angus

OUR SINCERE WISHES FOR HEALTH, HAPPINESS AND PROSPERITY for all the population of East Angus at this season of CHRISTMAS and the NEW YEAR!



East Angus Town Council

HERVE MALTAIS, Mayor

ALDERMEN: Harmidas Lepitre, Alphonse Godbout, J. A. R. Boutin, Robert Fournier, Murray Labonte, Simon Lagueux.

Chief of Police: Andre Phaneuf
Foreman: Roger Therriault
Secretary: A. Tourigny

Santa Sends Our Best Holiday Wishes To You!



Lafaille & Fils Ltee

COMMISSION AUCTION SALES

BUYING AND SELLING OF MILKING COWS

Tel. 849-3606 — Auction — Tel. 849-4321
COATICOOK and SAWYERVILLE, Que.

Christmas Greetings



It's fine folk like you who make Christmas a pleasure... and it's always so nice to wish you joys without measure!

Best Holiday Wishes from our entire staff.

East Angus Brick & Tile Inc.

EAST ANGUS, Que.
Tel. 832-2414

FIRE SAFE TREES

Charles Audet, director of the Sherbrooke Fire Dept. recommends the following precautions for a safe Christmas. For a natural tree (fir, spruce, pine), pick a fresh-looking, firm needled tree, no bigger than you need — the larger the tree the greater the hazard. Saw off the butt at an angle, an inch or more above the original cut. Stand the tree in water until it is brought into the house, and keep it in water until it leaves the house. Check the water level daily, the tree will absorb a large quantity while it is indoors. Support the tree firmly.

Keep it well away from sources of heat, radiators, stoves and fireplaces. Do not locate it where, upright or fallen, it might block escape in case of fire. Operating self-propelled toys

placed on metal trees, it may become "charged" and dangerous.

FIRE-SAFE DECORATIONS AND WRAPPINGS

Use non-combustible decorating materials (metal, glass, asbestos) where it is possible. Cotton batting, flock and paper ignite easily and may burn intensely.

Dispose of gift wrappings promptly and safely. Place them in a metal-covered trash container. The fireplace is not a safe place to burn them.

FIRE-SAFE GIFTS

Avoid pyroxylin plastic toys and dolls. Toys operated by alcohol, kerosene or gasoline are especially dangerous; they may upset and set fire to children's clothing, the tree or the house itself.

FIRE-SAFE LIGHTING

Wax candles on trees are highly dangerous. Do not use them on or near the tree. Check tree lighting sets, electric

candles and similar holidays lighting equipment, as well as extension cords, for frayed wires, loose connections and broken sockets. Use only lighting equipment carrying the Canadian Standard Association (CSA). Unlabelled materials, domestic and foreign, seldom meet safety standards.

Be sure the fuse on the circuit serving tree and other lighting is not over 15 amperes. Cord sets with a fuse in the plug, bearing UL label, are available and recommended. Turn off all tree and other indoor lighting before retiring or leaving the house.

AND DO NOT FORGET

Do not allow smoking near the

Above all, have a fire emergency plan. Figure out everybody out of the house, then call the Fire Department. Fight the fire only if you can do so safely, keeping an exit route open.

Season's Best

Candles shine brightly and holly looks fine, we hope that your Christmas will be a glorious time.



SOCIETE COOPERATIVE AGRICOLE, COMPTON, QUE., TEL. 835-5411

BEST WISHES for a Merry Christmas and a Happy New Year to all my customers and friends.



J. R. McFadden Reg'd.

BERNARD PALMER
GENERAL INSURANCE

3 Cookshire St. — EAST ANGUS — Tel. 832-2272

Merry Christmas

SEASON'S GREETINGS

Roger Leclerc

Waterville — Tel. 837-2662

Contractor for —
Brick Laying — Cement Blocks
Fireplaces — Free Estimates

To All Our Customers and Friends in the Coaticook Area MERRY CHRISTMAS and HAPPY NEW YEAR.




Gauthier & Tremblay Enr.

FLOUR, GRAIN, FEED

131 Lovell St. — COATICOOK
Tel. 849-2666

To My Friends, Customers and Fellow Citizens A Merry Christmas and Happy New Year. May Peace and Joy Reign in Your Hearts Throughout This New Year.



Dr. Pierre Labrecque

DOCTOR OF DENTAL SURGERY

2 Main St. W. — Tel. 849-2692 — COATICOOK

Season's Greetings

We wish to thank all of our customers and friends for past patronage. Wishing you all a Merry Christmas and a Happy New Year.



Bijouterie Beaudoin Enrg.

117 Child Street
COATICOOK, Que. — Tel. 849-4595

DOUGLAS FIR

It has horizontal branches with pendulous branchlets. Needles are flat, short—3/4- to 1 1/4-inch — and dark yellow green to blue green.

under or near a tree may lead to an upset tree and fire. Do not rely on self-applied chemical coating or solutions to "flameproof" a natural tree; none is completely effective. (Trees commercially treated with UL listed fire retardant compounds are satisfactory.)

Keep the tree in the house for the shortest possible time; removal right after Christmas day is recommended.

Artificial trees need care in selection and handling too. Plastic and metalized plastic trees can burn; use the type clearly marked as made of slow-burning materials. Trees with built-in electrical systems should carry the Canadian Standard Association (CSA) label.

Metal trees are not a fire hazard but may be a shock hazard.

Use only indirect lighting with them. If lighting strings are

BLUE SPRUCE

Needles are about an inch long, four-sided, silvery green to blue green, stout, rigid, short-pointed and extended at right angles from nearly all sides of the twigs. Twigs are straight and dark yellow brown.

Merry Christmas



We wish you all the best of holiday cheer... a Christmas bright with joy. Thanks to you our Christmas will be a happy one... serving you has been the greatest treat of all.

EPICERIE THIBODEAU

Grocer - Butcher
Fruits & Vegetables

MARBLETON

Tel. St. Adolphe de
Dudswell 887-6822

Wishing all Customers and Friends a Merry Christmas and a Happy New Year!



Victor Therrian

Men's and Ladies' Wear
Savage - Slater Shoes

EAST ANGUS

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



Royal Restaurant

Gerard Fortier, prop.

Barber - Bus Terminal

WATERVILLE
Tel. 837-9301

Greetings at Christmas

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

Meunerie Dixville

OMER GIGUERE
FLOUR — GRAIN — BALANCED FEED
BUILDING MATERIAL

DIXVILLE — Tel. 849-3425

BEST WISHES

to all our citizens

We wish you

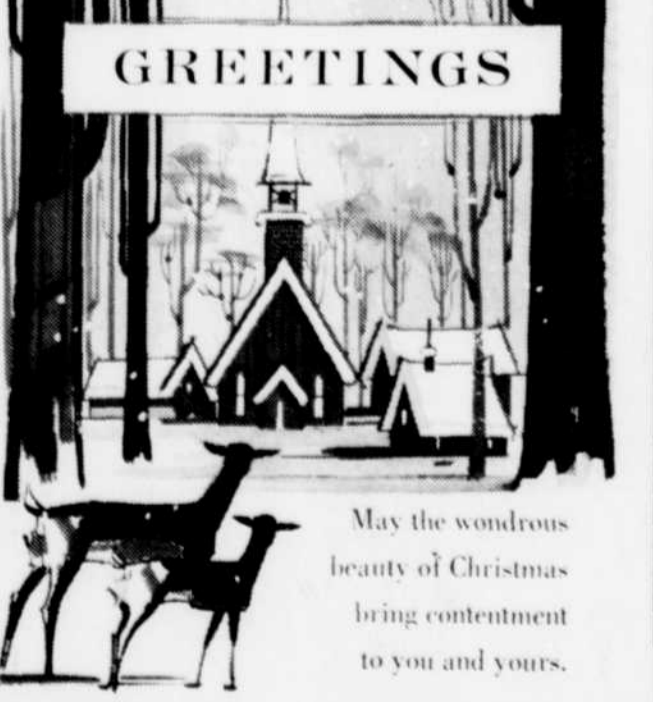
A MERRY CHRISTMAS
and a
HAPPY NEW YEAR

MUNICIPALITY OF COMPTON STATION

Mayor: L. Quirion

ALDERMEN:
J. Brochu, M. Bolduc,
H. Brouillard, A. Veilleux,
Irene Pettit, U. Robert.
Secretary: A. Legrand

GREETINGS



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

Dr. Marcel Larose

68 St. Jean St. — East Angus — Tel. 832-2188

Dr. Oscar Guerette

68 Angus St. — East Angus — Tel. 832-2772

Dr. L. Levesque

105 Angus St. — East Angus — Tel. 832-2929

BALSAM FIR

Its twigs grow out almost perpendicularly to the branches. Needles are usually flattened, short—1/2- to 1 1/4-inch long—dark green, rounded and notched at the tip.



SCOTCH PINE

In young trees, branches are regularly whorled. Needles occur in clusters of two and are usually twisted, 1 1/2- to 3-inches long, bluish or grayish green.



tree amidst decorations and wrappings. Have plenty of large, safe ashtrays around, and use them.

Supervise small children playing near the tree. Keep matches, lighters and candles out of their reach.

This 'Helpmate' Can't Wait for Christmas . . .

Fortunate, indeed, is the homemaker who receives a Christmas gift that's practical, enduring and beautiful, too — like a vacuum cleaner.

In fact, vacuum cleaners have become one of the most sought-after of all Christmas appliance selections for the home. Here's a practical gift that a housewife can use as soon as it's opened to make quick work of the bits of paper and post-holiday debris; it will return the home to beautiful holiday condition in anticipation of visits by friends and relatives.

What's more, a vacuum cleaner is milady's homemaking helpmate that will keep her furnishings and carpets bright, clean and protected the year around.

Today's cleaners come in a variety of attractive models to perform specific cleaning functions around the home, experts point out.

For above-the-floor cleaning of draperies, upholstery and lampshades, or a home with wide areas of hard surface flooring, a canister cleaner is just the thing. For attic, basement, car or husbands' workshop, there's the convenient hand vacuum.

Perfect for in-between jobs like keeping kitchen, bathroom and even the living room rugs "picked up" between regular vacuumings is the adjustable lightweight vacuum; and for homes with a variety of carpet piles and textures or wall-to-wall carpeting, Eureka suggests an upright with an advance-design feature that allows you to adjust your vacuum to the proper cleaning height.

But, no matter which type of vacuum cleaner you select, the lady who receives your gift is bound to be a happier homemaker this Christmas — and all year long!

Season's Greetings

May this coming Christmas season, bring peace, good health and prosperity to all our employees, our customers and our friends.



A Purr-fect Holiday to all

HAPPY NEW YEAR —
The very best to all in the coming year.

B. F. Goodrich Canada Ltd.

(Cellular Products Division)

WATERVILLE — — — — — QUEBEC



Gaston Lafleche Ltd.
General Contractor
190 Msgr. Durand St.,
Coaticook, Tel. 849-4453
Sherbrooke, Tel. 569-9131
Lots and Houses for Sale
Rene Levesque,
Sherbrooke.



Sincere wishes
to all our patrons and customers

Samuel Green Inc.
171 MAIN ST. WEST
COATICOOK — TEL. 849-2105



HOLIDAY GREETINGS!
And a very sincere thank you
MERRY CHRISTMAS AND A
HAPPY NEW YEAR TO ALL MY
CUSTOMERS AND FRIENDS.
Dr. Louis D. Grenier
323 Child St. — COATICOOK — Tel. 849-2626



MERRY CHRISTMAS
And Happy New Year
to all our Customers
and Friends.

Arthur Morin, Pres.

Morin Automobiles Inc.
AUTHORIZED DEALER FOR
DODGE — CHRYSLER — IMPERIAL — DODGE TRUCKS
THE BEST IN USED CARS
351 St. Jacques St. South — Tel. 849-2746
COATICOOK

The gift with the personal touch

"I am my own woman, well at ease." What woman wouldn't delight in quoting the ancient Chaucerian phrase with full conviction! Especially at Christmastime.

You're busy shopping. In and out of stores, in and out of the car. You're planning menus. For you to prepare. Decorating the home for the festivities. And all the while, managing the usual routine — dishes, beds, children.

A woman owes it to herself to stand apart from it all, collect her thoughts and composure so that she remains in control and not controlled. So that she is lovelier than any gift she gives, more exquisite than her Christmas fare, and more radiant than any Christmas setting.

This accomplishment is the gift you give yourself. All it takes is a beauty routine that does the most for you in the least amount of time. Here are a few suggestions to help you enjoy the holidays with your family, to be as beautiful as the setting around you.

- Have a professional facial that will soften the lines of tension and give your face a new clean glow you wouldn't have believed possible.

- Do the same for your body. Enlist the services of a good masseuse to work out the kinks and revive tired muscles.

- Don't try to solve beauty problems with a makeup bottle. Makeup is for enhancing beauty, not covering up a tired, sallow look. Watch vitamin intake. Remember Christmas sweetmeats can cause blemishes, and add inches. Steal a few 10-minute catnaps. And, if you know you need eight hours' sleep, take them.

- Consider technology's gift to you: instant beauty aids designed to make life easier for busy homemakers. Instant hairsetters give hair a refreshed glamorous set that's also conditioned in less than 10 minutes. No time to wash hair? Do it neatly, cleanly, quickly with an instant shampoo. Spray, fluff, brush and go. New haircoloring products let you foam in rich lustrous color in minutes to highlight your hair for the holidays.

- The beautiful woman should always be totally sleek — especially in the holiday's barest evening fashions. That's why Clairol invented the Kindness underarm care system, the newest instant beauty aid with a twist. The elegant, "girl-shaped" shaver eases away unwanted underarm hair effortlessly and without nicks, aided by a special spray-mist deodorant that's used before shaving. The deodorant sets up hair, conditions the skin and eliminates the need to use a deodorant after shaving that may sting.

- No woman's beauty wardrobe is complete without at least one, preferably a collection, of wigs, hairpieces and falls. For a quick new look. Glamorous and elegant, or casual and looky.

Beauty. Give it to yourself. Done well, it makes you comfortable, happy, relaxed. With time on your hands to give to others.

Imagine! A Whole Wardrobe of Fashion Hose

New gift packages of panty hose offer prime inspiration for harried Santas looking for exciting gifts for fashion-minded belles.

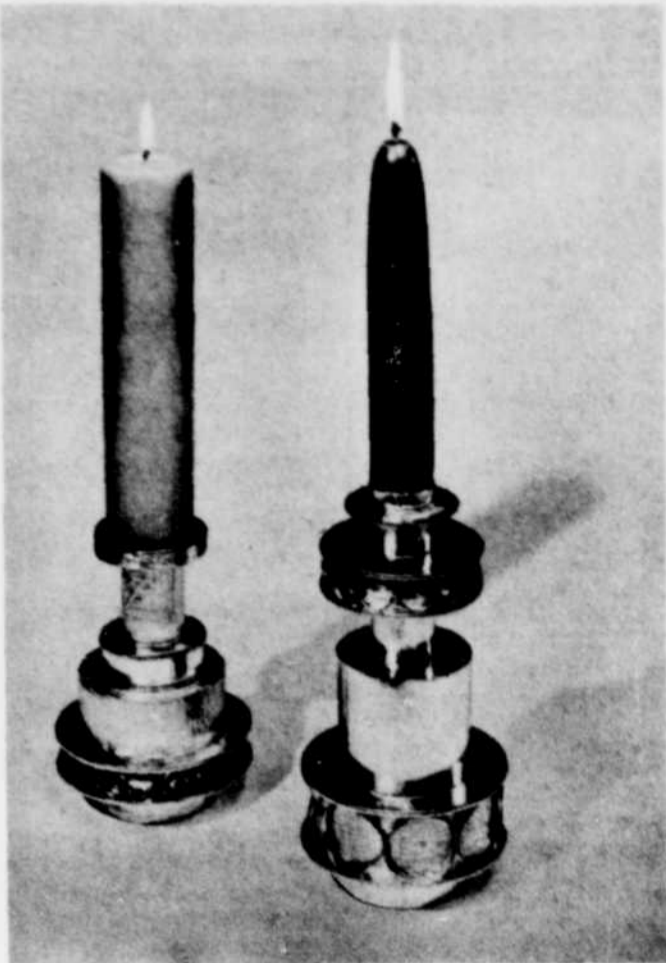
For a bountiful Santa, there's an elegant canvas suitcase gaily striped in red and white. It has compartments filled with nine pairs of panty hose in varied colors, reports Betty Curry, fashion director of Burlington. There's a new jewel box gift pack that's filled with four pairs of panty hose in varied hues.

For the opulent gift there are jeweled body stockings, a series of Heavenly Bodies, reports the fashion director — each with an astrologically-oriented name such as Jupiter's Bride, Celestial Cover and Orion's Belt. (Fun to give, and to get!)

New Bikini Style: New styles in leg fashions add interest for gift buyers. A bikini style panty hose, for example. This innovation by Burlington-Cameo has the reinforced panty area knit in diagonal, giving for the first time the high side panty brief effect with smooth all-in-one construction without seams.

There's an opaque Loop-the-Loop style in the stocking category. Tiny hooks knitting the top (welt) attach to the garter tabs of any foundation garment, thus eliminating garters and garter bulge.

To remove candle drippings, scrape off the solid wax. If necessary, slide an ice cube in a plastic bag over the top to harden the wax, then peel off. If some substance remains and the fabric pile is not too deep, hold a blotter over the area, then use a warm iron to remove the spot. Spray on a solvent cleaner to take out the last trace of wax.



MAKE DIRECTOIRE CANDLESTICKS. add lustre to holiday festivities. Make them from gift wrap and empty ribbon spools. Instructions are available in a booklet called "Decorate with Gift Wraps." See the accompanying article for address. — from Norcross Design Studio.

chess-set you can cook up in your own kitchen; costs so little!

Do you sit wondering what on earth to give some of those "have everything" people on your Christmas gift list — trying to balance

your savings against your forthcoming spendings? Well, have you ever given your talents a fair try? If not, this is the year to begin, for

self expression's the thing. You might take the plunge with an amusing one-of-a-kind chess set guaranteed to warm the cockles of a father's heart, a grandfather's or a favorite uncle's. It's a snap to stir up a game with play clay and the financial investment is tiny. You'll need baking soda, corn starch, straight pins, white glue, poster paint and brush and clear nail polish. And here's the recipe for the play clay.



GREETINGS
We pause at this time to wish everyone a very joyous Christmas and a Happy New Year. Our sincere thanks for your patronage in the past year, we look forward to serving you in the future.

Studio Belisle
P. Belisle prop. Enrg.
66 Child St. — COATICOOK — Tel. 849-2393



MERRY CHRISTMAS and
HAPPY NEW YEAR.
Jean-Paul Paquette, Prop.
Bread & Pastry
Jean-Paul Paquette Inc.
Manufacturers of "Le Petit Michel" Bread.
146 Gendreau St. — COATICOOK — Tel. 849-2410

Christmas Joy



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

Rex Cafe
Bar - B - Q
F. Thibault, Prop.
Tel. 849-9056 — COATICOOK




Merry Christmas
Thank you for your loyal support

Philip Bureau
YOUR TEXACO DEALER
Tel. 849-4737 — COATICOOK



Couillard Automobile Inc.
G. Couillard, Prop.
SEASON'S GREETINGS
228 Main St. East
COATICOOK
Tel. 849-2776
849-2777

Merry Christmas



TO ALL OUR CUSTOMERS AND FRIENDS...
MERRY CHRISTMAS and a HAPPY NEW YEAR

Société Cooperative Agricole de Grains et Moulées de Coaticook

ADMINISTRATION OFFICE
Romeo Riendeau, President
Georges Veronneau, Vice-President
Raymond Boivin, Director
Maurice Ladouceur, Director
Laurien Alain, Director
Yvan Lachapelle, Manager

• Electrical Appliances in Sunbeam and GE at Special Christmas prices.
CIL Paints — Hardware
96 Main St. — COATICOOK — Tel. 849-2741


Season's Greetings



Greetings and Best Wishes for the Christmas Season

To all my Clients and Friends,
MERRY CHRISTMAS and a HAPPY NEW YEAR.
Sales and Service for Ford and Mercury Lines. Also a large selection of Used Cars.
Moto-Ski
Snow Cruisers

Maurais Automobile Limited
292 Main St. West
COATICOOK, Que. — Tel. 849-2767



The Management and staff of CKTS RADIO 900 wish listeners A MERRY CHRISTMAS

English radio has come a long way in the Townships

A merry mix: moon-men, movies, motion-toys take Baby along!

Not so many years ago, it was almost impossible to consider taking a young child along on a family trip. There was no running water, and kettles had to be heated for an infant's bath. Facilities for diapers were non-existent. (Even weighing an infant was done at the local butcher's, with baby slung like a side of meat from a strap).

Dressing the youngster to go "over the hill to Grandmother's," make sure he is freshly diapered and well powdered. If diaper rash is a problem, experts recommend applying medicated ointment to sore spots immediately, to heal irritation as fast as possible. Baby will be happier if he's comfortable, and so will the other members of the family.

Nowadays, even tiny infants can fare well on an outing if mothers take the right precautions, advise the makers of Desitin baby products. Before

Disposable diapers help make trips easier and are a modern solution to hygiene and space problems.

Happy Holiday

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



Bailey's MEAT MARKET

SAWYERVILLE, QUE. — Tel. 889-2204



Wishing you all a VERY Merry Christmas and a Happy New Year

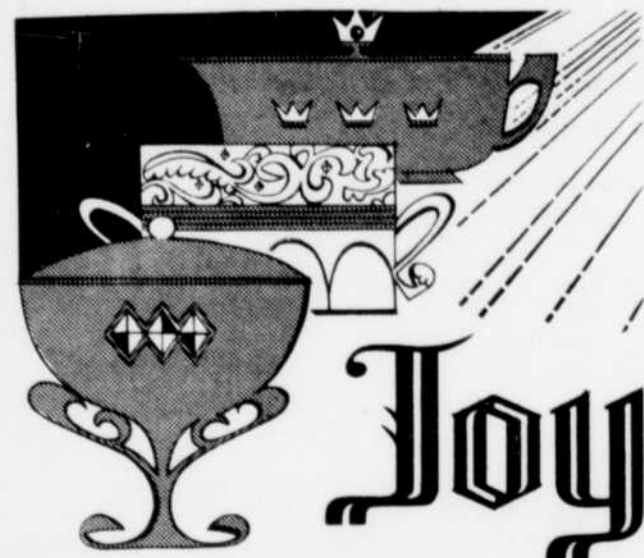
We wish to thank all of our friends and customers for past patronage. Hoping to serve you better in 1971.

Jack Garneau Inc.

SAWMILL

We are interested in buying Birch and Maple Saw Logs. Also Hardwood Stumpage.

SAWYERVILLE — Tel. 889-2292



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Completely licensed

Sawyerville — Tel. 889-2966

To our faithful old friends, to our cherished new friends, and to those whose friendship we hope to earn, we extend the glad Greetings of this Yuletide season.



Art Bennett

Bilingual Auctioneer — Polled Hereford Breeder

SAWYERVILLE — Tel. 889-2272

LENNOXVILLE AUCTION HOUSE

10 Wilson St. — LENNOXVILLE — Tel. 567-7510



SNOOPY IN THE MUSIC BOX. Youngster shows his new Snoopy toy — a Jack-in-the-box with Snoopy of the famed Peanuts strip as Jack — to its real-life doggie friend, a philosophical basset hound. With Snoopy in the musical box (playing "Oh where, oh where has my little dog gone...") the lad appears to be ready to take Snoopy's place in his Sopwith Camel. By Mattel.

SNOOPY TAKES OVER FOR JACK ... IN THE BOX

Most of us think we remember our childhoods pretty well — but do we really? Can you, for instance, remember the utter delight you felt the first time you ever encountered a Jack-in-the-box? You've come a long way since then — and so has the Jack-in-the-box. For one thing, the box is now a music box — and Jack is no longer a stranger. When a youngster finds his Jack-in-the-box under his Christmas tree and pops it open, an old friend is there — none other than Snoopy, the famous philosopher, shortstop and World War I ace.

The Snoopy-in-the-Music Box toy, exclusive with Mattel, offers the sudden confrontation that so delights the very young (and if you can't remember, just try one on a child and watch his laughter explode when Snoopy appears). It also offers the appropriate music: "Oh where, oh where has my little dog gone..." (Snoopy's slightly older friends will know the answer — into the wild blue yonder after the Red Baron, or out on three called strikes, or to the top of his doghouse to ponder Peanuts' inhumanity to Beagles.)

A less startling toy for Christmas consideration for your own gang of Peanuts is the Mattel Skediddle Kiddles depicting Snoopy, Lucy and Charlie Brown — Lucy wearing an unusual (for her) smile, Charlie caught in a likewise unusual mood — his brow un-wrinkled — and Snoopy wearing helmet, goggles and scarf, ready to rev up his Sopwith Camel.

The Peanuts Skediddles (also exclusive with Mattel) turn their heads and swing their arms merrily as they scamper along with youngsters.

Even if you can't remember your own childhood as well as you'd like to, you can help make another generation of youngsters in your generation remember theirs.

This holiday, be safe, not sorry. Live to enjoy a very happy New Year!

Give Her a Beautiful Future

If she's an active, on-the-go gal, and likes her fashions that are new and now, you'll be glad to hear that you can not only give her sportswear that's especially distinctive this Christmas... but also with a natural, comfortable look. Designers from New York, London, Los Angeles, Rome and Paris have made this natural look the leader. For example...

The straight-leg pants, the long skinny sweater (whether belted or unbelted), the loose-fitting nylon blouse, the vest and the tunic-top pantsuits will be leading the parade. The long skirt will soon be IN. The hood that accents the face but doesn't hide it, a positive "must."

Elephant-leg pants have had it but now popular is the straight-leg, ranging from 20 to 26 inches in width. The tunic-top crept into the fashion scene at a snail's pace, but now that it has grown in length, it has grown in popularity.



We wish to extend holiday wishes to all for a Season filled with the best things of life: good health; good fellowship; and high happiness. We thank you, our friends and customers, for your past patronage.

THE MANAGEMENT AND STAFF OF
Lloyd's Garage
GENERAL REPAIRS
SKI-DOO DEALER
Tel. 889-2202 — SAWYERVILLE



We wish to extend to all our customers and friends a sincere "thank you" for your past patronage. Wishing you all a Merry Christmas And a Happy, Prosperous New Year.

Atlantic Lumber Co.

Grant Garneau, Manager

Tel. Res. 875-3154 — Office 889-2644
SAWYERVILLE, QUE.



Styles change, but our Christmas Greetings to you still convey the same old-fashioned best wishes!

T. C. French Garage



Gulf Products — SAWYERVILLE

Tel. 889-2231

'ride 'em' toys for pre-schoolers fill basic needs

Don't be surprised if your pre-schooler's Christmas list includes an airplane, a truck or a horse. The fascination of children for any and all transportation toys is as old as history. It represents one of a child's basic needs — the need to move about, and explore his world from many different perspectives.

The earliest transportation toys were probably carts of some sort, replicas of the larger vehicles their fathers used to transport goods and produce from one place to another. But as technology advanced so did the nature of toys.

Preschoolers today watch westerns on TV and listen to stories of men who flew to the moon; they see trucks, tractors, and airplanes in pictures or "for real". Youngsters imagine themselves into similar situations and wish for the machinery — toys scaled to their world — to pretend the same activities themselves.

For parents or grandparents this year, filling a request like that will be easy thanks to some imaginative transportation toys, both new and classics. For example, Playskool offers several.

There's a Tyke Plane, for example, that's safe for the youngest pilot. Made of wood with special casters and blow-molded wheels, it maneuvers easily in any direction. The Tyke Plane also doubles as a play or snack table or as a TV seat for a junior pilot.

Another new toy is the Tyke Pack Horse, a friendly little pinto with a roomy compartment under the seat for stashing all the gear a preschooler will need on his journey. Both the Tyke Plane and Tyke Pack Horse are recommended for children from 2 to 4.

Other favorite "ride 'em" toys include the Tyke Truck, suggested for preschoolers from

1½ to 3½, and the Tot Tractor, for youngsters from 2 to 5. The truck features high rising chrome plated handle bars with plastic hand grips, a plastic windshield and beep-beep horn. Behind the saddle seat there's a rumble trunk for hauling other toys. The tractor appeals to budding farmers or mechanics. The gearshift is really a wrench, the motor exhaust, a screwdriver. There are other

tools for emergency repairs, and spark plugs are removable for periodic "cleanings." Versatile playtools like these help a child explore and expand his world and develop his skills. And family "Santas" will know that the transportation toy that delights their special preschooler on Christmas morning aids him in learning-while-playing throughout the year.

SEASON'S GREETINGS



To all our customers it has been a pleasure serving you.

Sawyerville Transvision Reg'd.

Sawyerville, Que.

Tel. 567-0452 — 569-2219



Commission Sales Barn

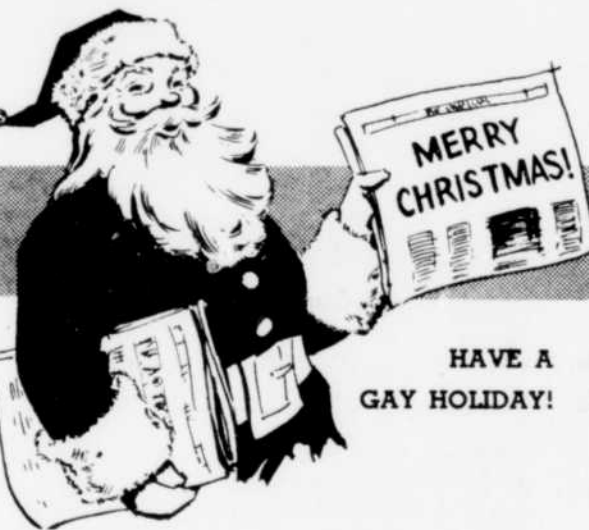
Complete Auction Service

Auction sales every Tuesday afternoon at 3 p.m. at our Commission Sales Barn, Bury.

Harry Graham Jr.

Sawyerville — 889-2726

Bury — 872-3316



HAVE A GAY HOLIDAY!

Many thanks to our customers and friends for past patronage.

Paul Vallee Inc.

SOFT WOOD and HARD WOOD MANUFACTURERS

SAWYERVILLE — Tel. 889-2777
If Busy: 889-2288

At this Christmas Season

The Mayor and Aldermen of the

Corporation of the Village of Sawyerville

wish all their fellow citizens

A Merry Christmas and a Happy New Year

L. R. French, Mayor
Mrs. Wilda Robinson, Secretary-Treasurer

Councillors

ZEPHIRIN ROUSSEAU DOUGLAS MACKAY
DOUGLAS MACKAY ROSS BELLAM
PAUL VALLEE CLINTON SMITH



Best Wishes Greenery, goodies and greetings... that's Christmas. Here's hoping yours is merry!

H. E. Locke

"Your Feed Store"
SAWYERVILLE
Tel. 889-2206

A man and a maid and gifts with special meaning

DO YOU HAVE THE SAINT NICK KNACK?

This Christmas is a good time to remind yourself that it's the personal touch that counts. Instead of trying to make a big splash with ostentatious gifts and a great show of extravagance, concentrate on the thoughtful small gift — one which contains something of yourself. Here is the real Christmas treasure — something created especially for the recipient. And even though we're in the space age, taking up needle and thread might be the most contemporary gesture you could make.

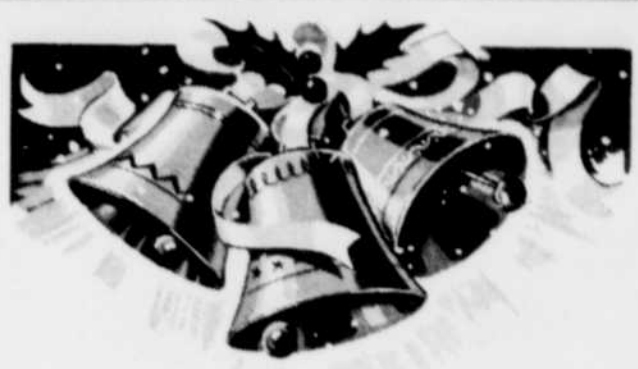
There's still time to whip up a piece of patchwork for fashion-minded friends, to crochet a cap for your favorite niece, to design a crewel-work pillow showing the family pet. As for the lord of the manor, wouldn't he like a hand-made suede vest, or a pair of petit-point slippers stitched especially for him? You'll find great new patterns that are easy and fun to do.

ness or shape softly to the body line.

The luxurious mixes of furs — the borders, collars, cuffs in long hairs on the short haired coats — the prints on calf, sheared rabbit, mink.

The ponchos soft and luxurious for evening, trimmed with leather and snakeskin for day.

All of this takes time, it's true, but there are ways to find extra hours here and there.



Our sincere wishes go out to all our friends and neighbours for this season of good will and cheer!

J. Maurice Beauchesne

NOTARY

194 Bourbeau St. — ASBESTOS — Tel. 879-5406

(Residence — 123 St. Jean Baptiste Street)

THE BEST OF GIFT AND HOLIDAY-FURS ARE —

The soft, longer coats — the skinny little skirt coats, the casual wraps, the sporty trench coats, the loose fitting steamer coats — inspired by The Gibson Girl.

The capes both short and long that swing out with dramatic full-



CELEBRATE SEASON IN STYLE WITH MANY SHADES OF FASHION

CELEBRATE THE HOLIDAYS IN STYLE with the right fashion accessories. This holiday miss chooses coils of giant pearls and a sleek, "small head" coil that makes eyes look bigger than ever. For evening, the "eyes have it" framed by seductively tinted #77 lenses and wrapped by a heavy continuous sweep of flowing metal. As a year-round fashion accessory, shades come out when the sun goes down. — Foster Grants.

Christmas, more than any other season, requires a couple of really great outfits for entrancing and exciting the yuletide social scene. With today's fashion upheaval you can choose minis, midis, or pants — whatever's best for you. It's putting it all together that counts — and the right accessories score the points, advise fashion consultants to the world's largest manufacturer of sunglasses.

For daytime, fashion is natural and slightly on the conservative side, but the looks still have a terrific range — from soft, floppy suits and body-hugging knits to perennial pants and midi coats. And, for accessories — shoes are "30's clunky," scarves are long, and chokers are "now."

Summer's sunglasses go wintery, adding a hint of color or just the right dimension of smoky sultriness, report the fashion experts at the sunglass manufacturer, Foster Grant. There are also cloche hats pulled down close to the head and great fur or wool mufflers, nine feet long and wrapped for warmth.

Holiday accessories for evening are as bold and as new as the clothes. Body jewelry and antique chokers accent panne velvets, while ropes and ropes of pearls and silk cord encircle the waist and drip from the neck. Formal crepe and chiffon scarves wrap around the head for the small-head look that makes eyes seem tremendous. And, sunglasses, in shimmering metal frames and tint-

lating tints are the finishing touch to the wide-eyed holiday scene.

Sunglasses don't get packed away with summer picnic baskets and swim suits anymore — they stay right through the winter, if you know how to use them. Shades are increasingly popular and appropriate as a year-round fashion accessory, as well as camouflaging make-up tricks like false eyelashes and contouring.

Consider Foster Grant's new line of "cocktail glasses" — seductively tinted round or square lenses wrapped by a flowing sweep of heavy metal.

Or the ubiquitous "Aviators" in a host of assorted lens tints — perfect for high-flying jet-setters — even if they never leave "terra firma."

But winter shades are more than just a pretty face. They also protect eyes against glare and particles of debris in the air. For winter sports, the company features #77 polarized lenses which are particularly effective in reducing glare from reflected surfaces such as snow and ice.

No matter what lengths you choose for your holiday wardrobe, go the distance with accessories that turn an outfit into a total fashion look.

Christmas is a good time to visit the Boys' Club in your community. They're having "Open House."

There's a full round of Christmas activity at every one of the many hundreds of Boys' Clubs across the nation. You're very welcome at the Club in your community.

While the term "Black Tie" continues to indicate the tuxedo, it is in many instances only symbolic as satin bows to match or contrast with the highly colored evening

shirts continue to gain acceptance.

There is nothing subtle about the colorings of those evening shirts in hues of raspberry, gold, silver gray, deep blue, lemon yellow and cafe au lait — and in some versions they are ruffled rather than pleated.

MERRY CHRISTMAS AND HAPPY NEW YEAR!
We hope that the New Year will be PROSPEROUS and filled with HAPPINESS for you.

Leandre Lavigne
Jeweller

Watchmaker — Jeweller — Engraver
194 Bourbeau St. — ASBESTOS — Tel. 879-4676

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

Studio Frechette Enrg.
PHOTOGRAPHER
270 1st Avenue — ASBESTOS — Tel. 879-5535

Christmas Greetings

Let every heart rejoice! Christmas, source of joy and hope for all, is with us once again. We wish for you and yours a renewal of the blessings and beauty of that Holy Night.

Coakley Fur & Co.
Quality Furs Our Specialty
122 Du Roi Street — ASBESTOS — Tel. 879-4844

Tidings of Joy!

Asbestos Auto Inc.
Denis Lebel, Pres.
Authorized Dealer for Chrysler, Plymouth, Valiant and Fargo Trucks.
135 Du Roi St. — ASBESTOS — Tel. 879-5727

MERRY CHRISTMAS

We thank you for your kind patronage this past year.

THERRIEN Freres
FURNITURE LTD.
MEUBLES
188 Bourbeau Street — ASBESTOS
Tel. 879-5420

Thanks

to all our customers and friends in Asbestos and the surrounding area.

HAPPY NEW YEAR!

Ferronnerie Eugene Sinclair

Hardware - Gifts - Sports Equipment - Toys - Oil Paints, Etc.

ASBESTOS
180 Bourbeau St.
Tel. 879-2430

Best Wishes for a Merry Christmas

MAY CHRISTMAS AND THE NEW YEAR BRING YOU JOY, PEACE, HEALTH AND PROSPERITY!

Asbestos Corporation Ltd.

One of the most important industries in the Eastern Townships.
THETFORD MINES, Que.

GREETINGS TO ALL

Asbestos Express Ltd. 839-2141
Magog Express Inc. 843-4313
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Town of Asbestos
Population: 10,381
HIS WORSHIP THE MAYOR, LEO-PAUL THIBEAULT

Councillors: Leopold Frechette, Laurier Tardif, Roger Lambert, Leo Dussault, Armand Larivee, Yvon Vachon.
Yvon Hamel, Clerk — Armand Proulx, Treasurer
Adrien Larivee, Police Chief
Fernand Rainville, Director of Public Works

Merry Christmas

Christmas Joy SEASON'S GREETINGS
from
Raymond Fontaine Inc.
Dealer for International Trucks
1/2 Ton and up

L. Boudreau, Props.

• General Repairs • Electric Welding
• Bombardier Ski-Doo

Tel. 263-1292 — COWANSVILLE — 221 Oxford St.

Greetings

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

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

SEASON'S GREETINGS TO ONE AND ALL.

Sutton Motor Sales Ltd.


Plymouth, Dodge, Chrysler, Valiant, Dodge Trucks
BOMBARDIER SKI DOOS SALES and SERVICE

Tel. 538-2236 — SUTTON

Christmas Greetings and best wishes for a **HAPPY NEW YEAR**

HEWARD GRAFFTEY

Knowlton, Que.




Merry Christmas

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

Charlie's Texaco

Sales and Service for Alouette Snowmobiles
Main St. — Tel. 243-6095 — KNOWLTON



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

Clairol Inc. of Canada

KNOWLTON, Que. — Tel. 243-6161

For the festive buffet

It's the season for holiday festivities, a time for entertaining friends and enjoying good company.

Ring in the holiday season with a festive buffet, suggests the New Zealand Lamb Information Centre's home economist, Marjorie Elwood, who offers two party-proven recipes, guaranteed to add spice to your table talk.

Oriental Holiday Lamb served over pineapple rice will be a piquant highlight for the holiday buffet table. Made early in the day, Oriental Holiday Lamb can be re-simmered just before serving time, leaving the hostess free to enjoy her own party.

Lamb Boulettes are a delightfully versatile dish for entertaining on any occasion. Dinner-size boulettes, simmered in sweet 'n' sour sauce and served with hot buttered noodles, are ideal for the buffet table. Or if you prefer, make them tiny and serve with picks and a spicy cocktail sauce dip for a delicious hot canape tray.

ORIENTAL HOLIDAY LAMB
6 to 8 servings

2 tablespoons - cooking oil
2-3 lbs. - New Zealand Spring Lamb shoulder chops
19 oz. can - Chop suey vegetables, undrained
1/2 cup - vinegar
1/4 cup - honey
1 teaspoon - salt
1 tablespoon - soy sauce
Pineapple rice.

Cut off any excess fat and bone, then cube, lamb.

Measure oil into large, deep frying pan or dutch oven. Add lamb and brown lightly on all sides. Add next 6 ingredients. Cover and simmer over low heat until lamb is fork-tender. Thicken if necessary with a tablespoon of cornstarch blended with a little water. Serve lamb very hot over pineapple rice, made by substituting pineapple juice for the water called for in packaged rice recipe.

LAMB BOULETTES
1-1/2 lbs. - ground lamb
1-3 cup - minced onion
1/2 cup - bread crumbs
1 - egg

Xmas wraps kids can make

A rainy December day is the perfect time for youngsters to try their hands at unusual Christmas wraps. Although the wraps are unusual, they are all made with materials easily found around the house. A llama, for instance, can be made with a cereal box covered with construction paper. His decorative saddle is made with a lighter color of paper and festooned with "Q-Tips" cotton swabs. The cotton swabs, incidentally, make excellent paint brushes, too.

A turtle is made with two paper plates and bits of construction paper as legs. His markings were made with a cotton swab dipped in paintbox colors.

A lion can be made with a cereal box, too. The top of the box is used for his face. The lion's mane is made by dipping cotton swabs in paint and inserting around the edge. Features are painted on with paintbox colors.

If the holidays come this year in the middle of pregnancy, give yourself a special gift. Treat your self to a little extra time for rest and relaxation. Although you'll be able to shop, wrap packages, trim the tree and prepare holiday feasts, you may feel a little more tired than usual. Relax!



ORIENTAL HOLIDAY LAMB is a delightful dish for a festive buffet table.

1-2-3 -tbsp. - sugar
1-8 tsp. - ground tarragon
1-8 tsp. - ground nutmeg
3 tsp. - chopped parsley
1/4 cup - water
salt and pepper
broad noodles

(This makes about two dozen medium or dinner-size boulettes, enough for four generous servings.)

Method: Mix all meat ball ingredients thoroughly. Shape into one-inch balls. Brown meat balls well in hot fat in deep frying pan. Cover with sauce and cook at low temperature for 20 minutes. Boil noodles in salted water until tender. Drain. Serve meat balls and sauce on hot buttered noodles.

Sweet 'n' Sour Sauce
1/2 cup - firmly packed brown sugar
1/2 tsp. - ground ginger
2 tsp. - soy sauce
1 cup - unsweetened pineapple juice
1/2 cup - tomato ketchup or chili sauce
1/2 tsp. - salt
2 tsp. - medium dry white wine or water
2 tsp. - lemon juice



OLD-FASHIONED WARM WISHES TO EVERYONE AT CHRISTMAS

Cowansville Express Inc.
Cowansville, Que.



Abercorn Lumber Inc.

Roland Pepin, Pres.
BUILDING MATERIALS

P.O. Box 18
ABERCORN — Tel. 538-2442 — SUTTON



We say a sincere and grateful "THANK YOU" for your patronage in 1970. We hope our relationship will continue to be the same throughout the coming year.

Happy Holiday, Everyone!

BROCK MOTORS REG'D.

Datsun Cars and Trucks — B.P. Products

Now West Brome

Tel. Cowansville 263-1557



Merry Christmas

May the holiday season abound with all the good things in life for you, our patrons. It's been a pleasure to serve you!

Brome Missisquoi Developments Inc.

All types of Real Estate
Agents for Pre-built and Pre-Fab Homes and Cottages

Mr. Todd — Tel. Res. 263-4303
151 Main St. — COWANSVILLE — Tel. 263-0682

4 tsp. - cornstarch
2tbsp. - water
Method: Combine sugar, ginger, soy sauce, juice, ketchup, salt and wine or water. Heat to boiling point and stir. Combine cornstarch and water and stir into mixture in pan. Stir until thickened and cooked.

Variations: 1) Shape into small balls and serve with picks with a cocktail sauce.
2) Serve with a curry sauce over parsley rice.
3) Serve with a spicy spaghetti sauce over spaghetti.

Pin-Money Presents, Prettied-Up!

FOR A NICE NEIGHBOR Dish-washing, diapers and detergents may mean that hands need help for the holidays. Pretty-up a pair of household gloves with a big red rose and glittering braid and stuff each glove with hand cream. There are several creamy hand-savers from which to choose — extra dry skin cream, medicated cream and anti-detergent cream.

FOR A NEW MOTHER Say a special Christmas hello with two new medicated products for baby that will please mother, too. Medicated baby oil and baby lotion both protect baby's skin from irritation, help heal diaper rash fast. Wrap them as snowmen in white tissue paper, add shiny paper top hats, ribbon "mufflers", ink-drawn faces and tiny sprays of greenery. Both oil and lotion come in two convenient sizes.

For True Holiday Splendor, a Diamond

Give her the stunning brilliance of diamonds... then watch her glow! Santa's message of love and thoughtfulness is spectacularly clear with such a display of splendor, affirms the Jewelry Industry Council. And always will she hold dear the diamond jewelry, that shows, so explicitly, how much she is cherished.

In keeping with the eye-dazzling colorama that is the Yuletide season, gold offers its flattery to diamonds that are softly flushed with color. Whatever her jeweled preference, it can come to her Christmas stocking in a spangled tumble of colored diamonds set in wonderfully textured gold that evokes traditional or innovatively modern moods.

If she collects pins, earrings and rings, there can be no more beautiful Christmas remembrance than lightning white diamonds reminiscent of blazing out of antique yellow gold flower settings or traditional designs crowded with marquise and pear shaped diamonds. Dark toned enamel provides contrasting flashes to be picked up by still other crystal clear diamonds flickering in their golden, festive world. A diamond circlet, its unbroken flash of beauty set in white gold, warms her throat with an exquisite enchantment and her heart with the thought of its gifter.

Her love for the unusual will immediately respond to a gold necklace raining with diamonds and breathtakingly sculptured to mold itself around her throat, to diamond encrusted earrings meant to be worn on one ear. Even a budget-conscious Santa can present her with a diamond that says it all for him, and with a difference: a dainty gold pendant, the center of which is a winking, colored diamond!

Arm charm can be a diamond inspired gift from that all-knowing Santa. His choice is wide and wonderfully varied: a narrow circle of diamonds that lights up her holiday nights; a gold and enamel bracelet studded with diamonds; a gold bracelet watch with deeply encrusted diamond lid, or simply, a diamond sprinkled gold link band.



MERRY CHRISTMAS and a HAPPY NEW YEAR

Pelletier Furs Inc.

STYLING — REPAIRS — STORAGE

418 South St. — COWANSVILLE — Tel. 263-2040



JOY at CHRISTMAS

I take great pleasure at this happy holiday time to wish all of my friends a Merry Christmas and a Happy New Year.

Max Gagne & Fils.

Jacques Gagne, prop.

57 Main St. — Tel. 538-2009 — SUTTON



May True Joy Be Yours This Day

Cowansville Dairy Ltd.

MARC HAMEL, President

Tel. 263-1340 — 419 South St. — COWANSVILLE



May Peace and Joy be Yours at Christmas

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

THE MUNICIPAL COUNCIL OF

The Town of Sutton

EXTENDS THE SEASON'S GREETINGS

Max Gagne, Mayor

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

Y. G. Menard
Lyndon Royea
Normand: Goyette

Mrs. Joan G. Meyer, Sec.-Treas.
Miss Lise Bergeron, Ass't. Sec.-Treas.
Tremblay Tardif, Auditors.



It's always a pleasure to wish our friends the best at Christmastime.



ASPHALT PLANT

GILLMAN'S CORNER — WEST BROME, Que.

Office: P.O. Box 105 — COWANSVILLE, Que.

Tel. 263-3255



Merry Christmas

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

R. A. Savage & Son

GENERAL STORE
Highway No. 1 — South Stukely — Tel. 297-2831

Is Santa's beard real? Maybe-but not as long as Killingworth's

Christmas without Santa Claus? Never. Santa without his flowing white beard? Ridiculous. Well, don't tell the kids but Saint Nick hasn't always had all those whiskers. There's a statue of St. Nicholas in Bari, Italy, showing him with a neat, pointed Vandyke.

St. Nick's great white mane was a German and Dutch addition to the original legend which dates back to 300 A.D. It was immortalized by the American poet Clement Moore in his classic "Twas the Night Before Christmas" in 1822.

Beards have always been a mark of very special importance and legendary figures such as King Arthur are almost always shown with beards in paintings even though no one knows for sure that they even existed.

Santa's beard may be the most beloved beard of all time but it doesn't hold the record for length. That distinction may belong to George Killingworth who was Queen Elizabeth's agent in the Court of Ivan the Terrible of Russia. Killingworth's beard was five feet long. The story has it that Ivan, who also wore a beard, would stroke the Englishman's whiskers while they talked.

Not all Russian rulers liked beards. Clean-shaven Peter the Great went so far as to levy a tax on beards. There is no record of a taxpayers' revolt. But there was one in France in 1907 when waiters walked off their jobs to protest a rule prohibiting moustaches.



The care and removal of facial hair has become a big business complete with high powered research programs. Remington, for example, had a team of metallurgists develop the special steels which are used in the extra sharp cutters in their new Lektro Blade shaver line, and many makers of false moustaches, sideburns and beards consult with doctors in an effort to avoid allergy aggravating whiskers. Recently, luxury barber shops which charge as much as \$20 for a shave and haircut have come into vogue. There have even been actors who have insured their beards.

Beards have had their ups and downs throughout the years and from country to country. For example, most European monarchs wore beards until the end of the last century. But in 1909 only one, Leopold of Belgium, had a full set of whiskers. In England, beards have gone in and out of style several times.

No one seems quite sure why beards have become so popular among today's young men. A psychologist recently attempted an explanation by noting that beards have always been associated with wisdom. Young men, he said, are trying to tell us that they really are very wise despite their youth.

If beards are a sign of wisdom, the merry gentleman who is due down our chimneys the night before Christmas must have all the answers.

Merry Christmas

It's been a pleasure serving you... we hope to continue in 1971.

Jolicoeur T. V. Inc.

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

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

Yves Tranchemontagne, Pres.

Tranchemontagne Automobiles Ltee.

Authorized Dealer for Chrysler, BMC and Ski-Doo

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

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



Beaulac & Sons Inc.

LICENSED GROCERS — BUTCHERS

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

HOLIDAY GREETINGS

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

Thanks for your encouragement during the past year.

Bernard P H Bachand

Deluxe

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Greetings

A. Grandpre

NOTARY

555 Main Street
WATERLOO, QUE.



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

Alcide Lemire

Blacksmith

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

Season's Greetings

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



To All Our Customers And Employees

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

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



It's Christmas

Hope you're endowed with all the joys of the season!

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

Chagnon Dairy Ltd.

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

Homogenized Milk, Cream, Pasteurized Milk De Luxe Ice Cream

J. Chagnon, prop.

WATERLOO — Tel. 539-1992

Peacock.....

The difficult task of finding something for the men in your life for Christmas becomes easier each season. There's a much wider choice than there used to be because of the "peacock revolution."

Color runs rampant in shirts, ties and even dinner jackets. Cosmetics and colognes for men sell nearly as well as they do for women. And even wigs are in vogue. (It better be someone really close, though, if you decide on a wig or he may no longer be one of the men in your life.)

If THE MAN on your list has let his hair grow long, an electric hot comb would be a welcome gift.

Hats are taking over in the men's fashion field as well as they have for the girls. And the new wide brims are mighty dashing.


Cuff links, watches and neck chains with medallions are big on the scene. One watch in Mathey-Tissot's new collection is individualized to carry the name of a high school, college or branch of the military service and the frame can be removed by a jeweler at any time.

Sweaters of every length and pattern are very much the "in" thing this season, and many are worn with belts. So if you choose a sweater for him, why not spring for a belt to go along with it?

Shopping is a cinch if the giftee is a camera buff. Even movie cameras feature instant cartridge loading. There are still cameras with an electric-eye that automatically sets for correct exposure and a signal in the viewfinder that indicates when to use flash.

For the weekend carpenter there is a new kind of hand-saw with a tapered blade that prevents wood from binding during the sawing operation.

With the current wider



JOYOUS YULETIDE

May Christmas be happy and bright!

Ben W. Draper

C. I. B.

INSURANCE INC.

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

Cooperative Agricole de Waterloo

G. Hebert, manager

39 Taylor Street — WATERLOO — Tel. 539-1313

MANSONVILLE BRANCH
Tel. 292-5616



'tis the season to sing out

MERRY CHRISTMAS

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

THANK YOU FOR YOUR PATRONAGE

Jos. Dion & Fils Ltd.

FURNITURE

Tel. 248-2888 — BEDFORD

Greetings FOR Christmas



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

Holiday Greetings

May your Christmas be a time of great family joy and contentment. Best of the best, and we hope the days glisten like the brightness of the Yuletide candle?



Desjardins Automobile INC.

JACQUES DESJARDINS, president

Waterloo, Que. — Tel. 539-2525

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

Very Merry Christmas and A Happy New Year!

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To the Population of Bedford

we extend our Best Wishes

Mayor
Richard W. Craighead

Aldermen:

Gerard Fontaine Lino Marziali
K. J. Best Fred Gilman
J. M. Bedard Marc Morin
Raymond Tougas, Sec.-Treas.
Mrs. Y. Cheney, Steno.
Georges Perron, Chief of Police



Merry Christmas

**From the Professional Men of Sherbrooke
and District who wish one and all a
Happy Yuletide Season**

*It's the season for walks in the snow... for fires
burning brightly on the hearth... for
wishing friends the very best!*

Happy New Year!

Holiday Greetings To All Our
Friends and Customers!
W. W. Lynch
Lawyers
25 Wellington St. N. — Suite 701 — Tel. 569-9914
Sherbrooke, Que.

Best Wishes for a Merry Christmas
and a Happy New Year!
Anselme Tourigny
Notary
East Angus, Que. — Tel. 832-2868

The Season's Best To You!
Gerard G. Boudreau
Advocate
92 Wellington North — Tel. 562-0848

Holiday Greetings To Everyone!
J. E. Parrot
Quebec Land Surveyor
920 Portland Ave. — Tel. 569-9421

Best of the Season!
**Cote, Leclair, Langlois,
& Associates**
Consulting Engineers
Montreal and Sherbrooke

Season's Greetings!
Conrad Lizee
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25 Wellington St. N. — Suite 708 — Tel. 562-5300
Sherbrooke, Que.

The Best of the Season!
Laurent Dumont
Notary
Cookshire, Que. — Tel. 875-3328

Merry Christmas and a Happy New Year!
Sylvestre & Sylvestre
Notaries
31 King St. W. — Sherbrooke — Tel. 563-2622

It is my pleasure to extend Season's Greetings
to one and all!
Dr. Paul Blouin
Optometrist
92 Wellington St. N. — Sherbrooke — Tel. 569-1886

Sincere Good Wishes For Christmas,
And A Prosperous New Year!
**Dewey Zaor &
Jean-Claude Boutin**
Advocates
25 Wellington St. N. — Suite 706 — Tel. 569-9933
Sherbrooke, Que.

MERRY CHRISTMAS AND HAPPY NEW YEAR!
Bachand & Panneton
NOTARIES
6 Wellington St. South — Tel. 562-0959

Yuletide Joy
**J. L. Blanchard, O.D., G. Plourde, O.D.,
R. Tremblay, O.D., C. Leonard, O.D.,
C. Bessette, O.D.**
Optometrists
230 King St. W. — Sherbrooke — Tel. 562-7645

Season's Greetings
Guy Castonguay
Consulting Engineer
1350 Tetrault St. — Tel. 569-4282 — Sherbrooke, Que.

Best Wishes for the Yuletide Season!
**Bessette, Dion, Tanguay,
Daigneault & Associates**
Chartered Accountants
1552 King St. W. — Tel. 569-5141

Hearty Greetings For Christmas
And The New Year
Paul-Edouard Boudreau
Notary
56 Wellington St. North — Tel. 567-4310

Season's Greetings!
**Lemieux, Royer, Donaldson
Fields & Associates**
Consulting Engineers — Land Surveyors
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**McDonald Currie & Co.
Coopers & Lybrand**
Chartered Accountants
Sherbrooke
Tel. 569-6301

All The Season's Best
**Rouillard, Gobeil, Coulombe
& Durand**
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Sherbrooke, Que.

Compliments of the Season!
Olivier Tourigny
Notary
430 Main St. W. — Tel. 843-3634 — Magog

Merry Christmas — Happy New Year!
Blanchette & Roberge
Advocates
Suite 305-6-7 — Continental Bldg. — Tel. 562-2330

MERRY CHRISTMAS
PROSPEROUS NEW YEAR!
Kino Thermo Enrg.
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Compliments of the Season!
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Quebec Land Surveyor
125 Howard St. — Tel. 562-0338

Merry Christmas and a Happy New Year
To All My Eastern Townships Friends!
Chenier Picard
144 Wellington N. — Sherbrooke — Tel. 562-0033

**Belanger, Saint-Jacques,
Sirois, Comtois & Cie**
Chartered Accountants
243 Dufferin Ave. — Tel. 563-2331

Greetings From
Yvon Sirois
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9A Wellington St. North — Tel. 562-7095
250 King St. East — Tel. 562-9222

Season's Greetings!
Dr. Albert Trudeau
B.A., O. D.
Granada Bldg. — 51 Wellington N. — Tel. 562-0517

Merry Christmas and a New Year full of
Joy, Health and Happiness!
Thomas Leonard, B.A., L.L.L.
Notary
Continental Bldg. — Sherbrooke — Tel. 563-5212

We extend our best wishes for Christmas and New
Year's to our customers and friends!
Lavallee, Girard, Martin, Crockett
Chartered Accountants
Continental Bldg. — Sherbrooke — Tel. 569-5503

All the Season's best to all my customers
and friends!
Normand F. Labarge
Notary
6 Wellington St. S. — Sherbrooke — Tel. 562-5547

Best Wishes for the Yuletide Season!
Lagasse, Lagasse & Gagnon
NOTARIES
86 Wellington St. North — Tel. 562-3223

Compliments of the Season!
Dr. L. A. Gendreau
Veterinary
143 Wellington St. S. — Sherbrooke — Tel. 562-3944