



SKI FEVER

**LA PROVINCE DE
QUÉBEC**
LAND OF WINTER SPORTS

A cold wind blows out of the North, and the still air warns of snow. It comes at night, a dry and powdery whiteness, sifting down past birch and pine to trails already deep.

Snowtime, in Quebec!

This delightful land is the true capital of winter sports. Snow comes often, stays late. Ski-trails throughout the province trace down deep slides, run along lakes, double in to the shadows of

woods. In one Laurentian district alone is a ninety-mile network!

In the evening, beneath a frosty sky, are sleigh rides, and dog-sled trips. Ski-joring is a picturesque French custom. Toboggan runs cleave a swift, steep path through the night, and lakes, frozen glassy, are gay with skaters. Crackling logs and a hot meal bring content at day's end.

Let us show you how to escape to the land of snow! Province of Quebec Tourist Bureau, Parliament Buildings, Quebec City, Canada.

Photo. Courtesy Canadian National Railways.



T-R-A-C-K!

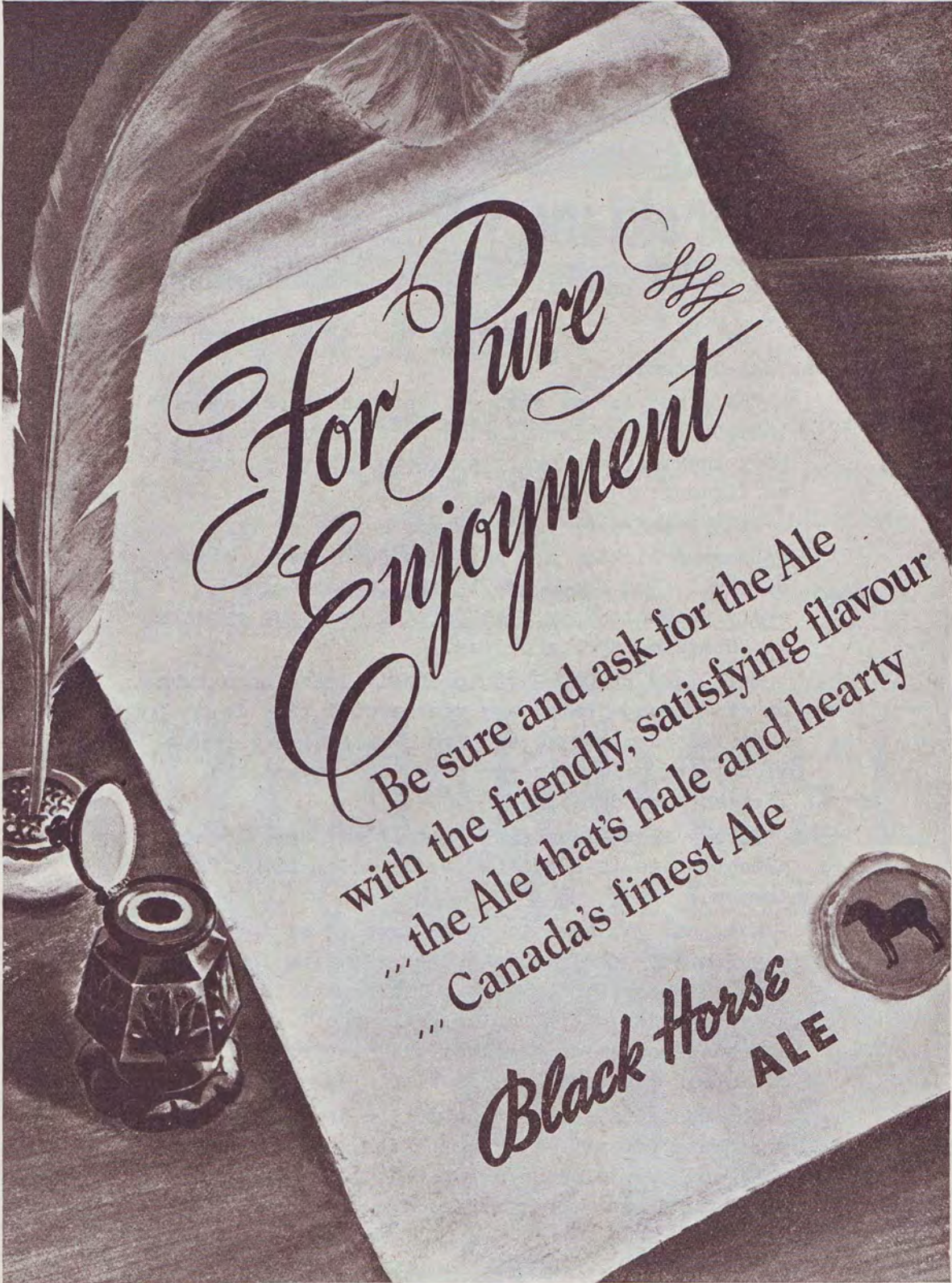
TO EATON'S NEW SKI SHOPS

Right off, we want to tell you that we've never had such a large, such a varied collection of ski clothes, accessories, skis and harness before! It's because we know our ski-ing. It's because our buyers visited those northern European countries—Norway, Sweden, Finland and Switzerland. Countries where ski clothes are built for action—they're practical as well as decorative. Where skis and harness, too, are designed for greatest efficiency.



Let us show you how to double your ski-ing fun with the right, smart clothes and accessories. Visit EATON'S Ski Shops in
MONTREAL - TORONTO - WINNIPEG

THE T. EATON CO. LIMITED
CANADA



For Pure
Enjoyment

Be sure and ask for the Ale
with the friendly, satisfying flavour
... the Ale that's hale and hearty
... Canada's finest Ale

Black Horse
ALE





Adapted from C.P.R. Photo.

Dear Ski-Customers:

The other day we went out into the back room and thought the problem of what to do about everybody leaving town every week-end. Here's what we figured:

FIRST, wherever you are, you heroes of the harnessed hickory are going to need food...plenty of real, good food. Well, that's easy, for every "Dominion" is cram full of tempting eatables at "Dominion's" low prices.

But - and SECOND - you probably leave in a rush on the midday train, and you haven't time to shop for supplies, even if you could carry them along with your skis and poles and camera and the resthaus details.

Then - flash-flash! We got it! If you haven't time to come to DOMINION, we'll bring DOMINION to you.

Now, all you have to do is drop in or 'phone us, say Thursday or Friday, and choose from four week-end provision lists, tell us what train you're catching, and where you're getting off. We will see that your order catches the same train and gets off where you do. Just as simple as that - see?

So 'phone us, or, better still, drop into the store and see us. We've got the answer to your week-end provisions problem--- this new ski-ing service is made to order for you.

Your "DOMINION" manager

DOMINION STORES Limited



HOLT RENEW

announce a new

SKI WEAR SHOP

presenting the newest and most correct fashions
for skiing — not the "gingerbread" extremes,
but "workmanlike" clothes endorsed by experts.

SHERBROOKE AT MOUNTAIN

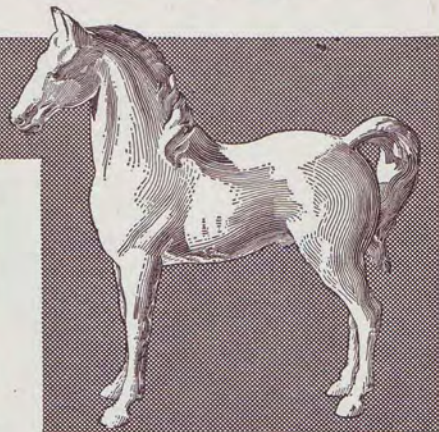


MONTREAL

WHITE HORSE

SCOTCH WHISKY

● White Horse — the drink of drinks!
Possessing a ripe fragrance, a rare
flavour — as smoothly satisfying as a
fine liqueur. Skilful blending of mature
whiskies, long years of aging, make
White Horse "Scotch at its very best."



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