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## SPECIAL

 CHRISTMAS FA
$\qquad$
 Reduced fresumion miny fuitad Shate
CANADIAN NATIO:

Which Stores
Do You Lilke Best?

Trant it true that stores which invite your custom oftenest,
and wnich give you most intormation about their offerings are those to which you go by preferencen

Intit it true that silent or dumb stores-storese which neree
tell yout that your nustom is wanted and



Ismt tit true that you want betore you go shoppings inform.
ation about goods of desire, which are obtainable locally

The fact is that adverisements area a form or kina of news
放


 Mal aliven storest porovining botas whieh

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$\square$


Lvantages of
Hardwood Floors


BARGAINS

## WEEK-END FARES

Round trip at regular one-way far regular quarter.
 Good Cevring Fridiay noon to
Sunday noon, leaving destination on return trip up to
midnight Monday (Stundard $\underset{\text { Enqua }}{\substack{\text { Time. }}}$
CANADIAN
PACIFIC

These Fashions Ci From New Yor $\$ 10.95$

## LA PERFECTIL





PROFESSIONAL CARDS


| "La Parole" |
| :---: |
| Printers and Pubbishers <br> ris3 HERIo sirex <br> Drummondvile, Que. <br> PHoNe 76 |



