



A weather-worn lobster house in Rockport, on Cape Ann, commonly known as Motif No. 1, is the single most painted subject in America. Artists come from all points of the compass to put this and other North Shore scenes on canvas — so varied and fascinating are the faces, moods and panoramas of this region . . . so rich in scenic contrasts and exciting diversions.

You may browse in history-steeped cities and old villages, basking in the hallowed haunts of Colonial fathers, Federalists, Revolutionary leaders, merchant princes

or in the pristine preserves of Indian tribes.

Salem, home of Nathaniel Hawthorne, and of "The House of Seven Gables," is a city of two eras, each with fascinating and distinctive legacies: 17th Century, a time of pioneering, Puritanism and the astounding witch persecutions. In 1770-1820 it was a foremost American port, dispatching great ships for the riches of China and the Indies. Few places anywhere present such detailed and faithful pictures of those periods, through streets, squares, homes, museums and venerable waterfront.

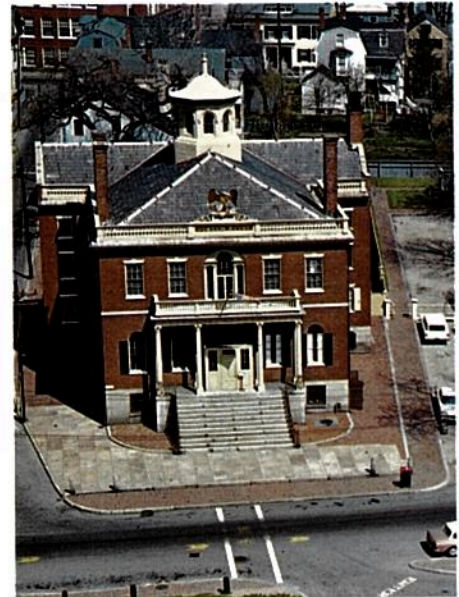
Cape Ann, a quaint, salty peninsula 30 miles north of Boston, has been a front-rank American vacation spot for over a century. Sea fever pervades its towns, rugged shores, inlets and inviting beaches; aquatic sports abound. Most of its communities retain a genuine distinction and charm . . .

Ipswich, a graceful town with possibly more 17th century houses than any other in the United States and home of the celebrated Ipswich clam. Gloucester, whose long fishing history started with the town's beginning in 1623, is fringed by summer resorts ranging from

HISTORIC Essex County and The NORTH SHORE



Lobster traps drying on the well-weathered boards of Motif #1, artists' and photographers' favorite subject, in Rockport on Cape Ann.



Salem's Custom House, built in 1819, is now a National Historic Site. Nathaniel Hawthorne worked here for three years.



fashionable Eastern Point, Bass Rocks and Magnolia to quiet Annisquam. On Rocky Neck in East Gloucester you will find an Art Colony, delightful restaurants, shops, marinas and a sport fishing fleet. Gloucester's famous bronze fisherman looking across the harbor commemorates the 10,000 men lost at sea during 300 years. A Gloucester fleet still goes out, and the Blessing of the Fleet in July is a town fiesta.

Rockport, on the tip of beautiful Cape Ann, is renowned as a century-old Art Colony. Dock Square, Main Street and Bearskin Neck with year-'round shops and restaurants

provide unusual wares from many lands, and local arts and crafts. More and more discriminating vacationers are discovering Rockport's charms in the unhurried seasons of Spring, Fall and Winter.

On an ocean-cooled peninsula 17 miles north of Boston you'll find Marblehead, a unique blend of old and new. Settled in 1629 by hardy fishermen, the town boasts one of the finest and most beautiful harbors on the eastern seaboard, if not the world. The number of modern racing yachts which participate in the annual Race Week in July, testify to Marblehead's present greatness as "The Yachting Capital of

the World." Neighboring Swampscott offers you wonderful dining — and a great beach.

Beaches, boating, fishing, art exhibits, smart modern shops, quaint antique and curio shops, combine to offer you the choice of quiet relaxation or active recreation.

For those who love the sea . . . and delectable sea food; who enjoy the quaint and the old with modern conveniences and delights . . . The North Shore's 35 renowned towns each holds some special enchantment for the visitor who explores this lively and attractive vacation area — a rich blend of history and recreation.

During Race Week in Marblehead, greatest Atlantic coast yachting center, more than 500 sailboats flock to compete in the annual August regatta. Ektachrome by Laurence Lowry

Farm animals, which play a part in village life today as they did 150 years ago, delight young visitors especially.



Old Sturbridge Village

A
LIVING
19TH CENTURY
MUSEUM



An old grist mill and a cart drawn by a pair of oxen give realism to life as it is recreated here.

Time turns back 150 years as the visitor to Old Sturbridge Village steps into a complete New England country town of the early 19th century.

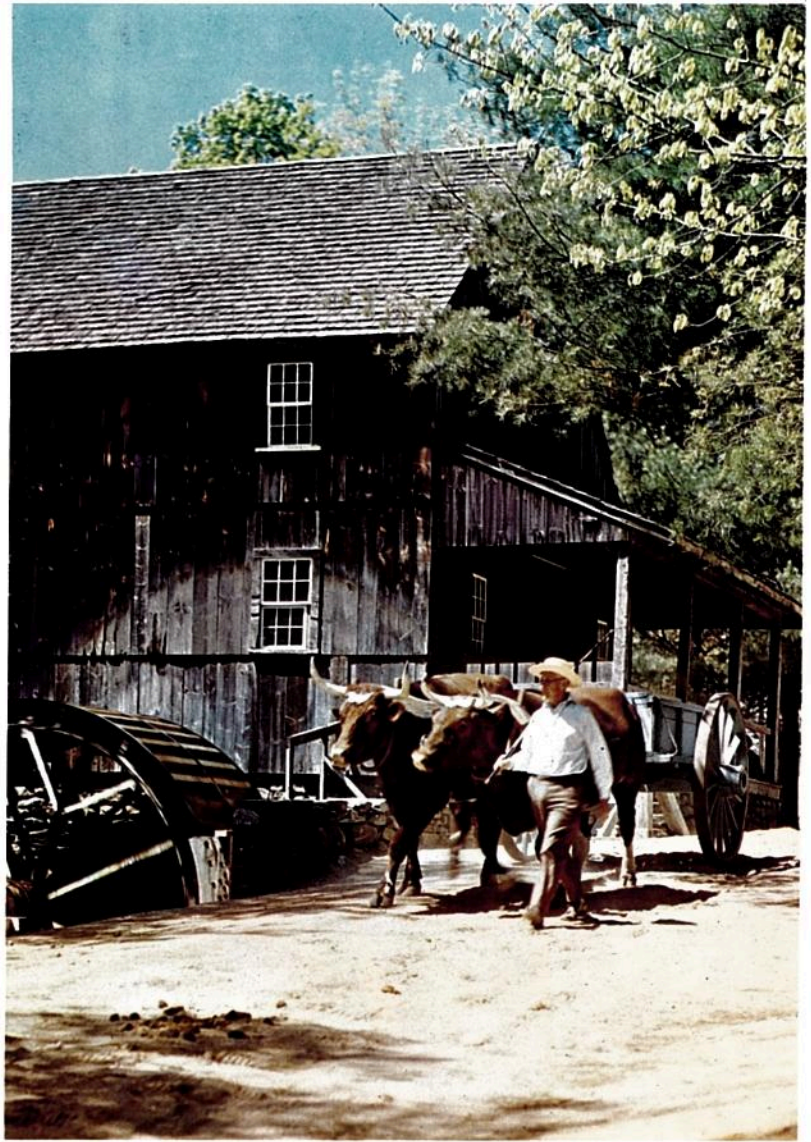
Spread beside the Quinebaug River, on rolling acres of meadow and woodland, 60 miles southwest of Boston, are 38 buildings that include in addition to typical homes of the time, everything from a grist mill to an herb farm, from a blacksmith shop to a printing office. Genuine nineteenth century goods fill the village store; the building houses the tools, furniture, toys and homespun textiles that were once used or made there.

Visitors to Old Sturbridge meet history face to face. Craftsmen recreate the life lived in these buildings demonstrating spinning, weaving, printing, pottery making, the skills of the blacksmith, pewtersmith, tinsmith and cabinet maker, as well as the family arts of fireplace cooking, herb gardening and candle dipping.

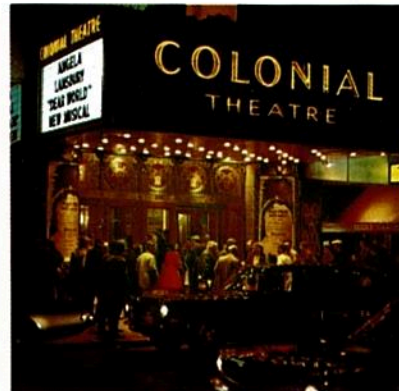
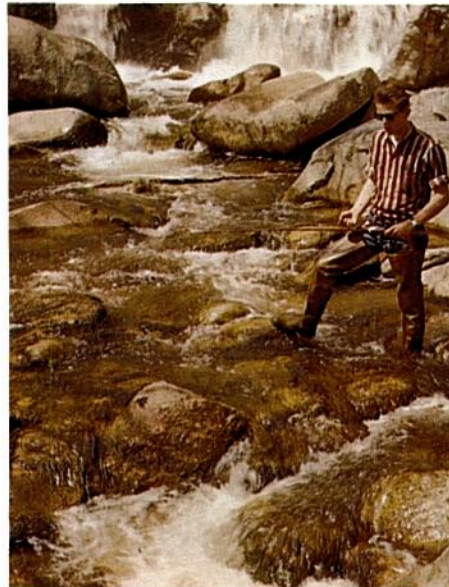
Animals, too, play a part in village life today as they did 150 years ago. Horses draw a carry-all for visitors to ride; an ox cart plies the country lanes, farm animals give realism to life as it is re-created here.

Open to visitors every day the year round, Old Sturbridge Village facilities include dining places, free picnic areas and an inn in the spirit of olden days, the Tavern on the Village Green. Comfortable lodgings are available nearby. Old Sturbridge Village is the scene of the popular Yankee Winter Weekends.

One of the nation's best-known historic areas, Old Sturbridge Village presents the environment of that spirit and enterprise which is our native heritage.



Surrounding the peaceful Village Green are more than thirty-eight antique buildings in which craftsmen and guides, in costumes of the early 1800's, bring to life the way people lived, worked, and traded during the first fifty years of American independence.



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Appliances—Built-ins

Valley Sales Company, Inc.
General Electric, Kelvinator—Major Appliances
92 Memorial Ave., W. SPRINGFIELD732-0446

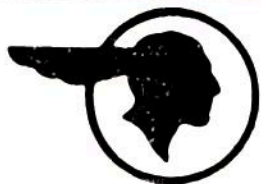
Automobile Body Shops

Geno's Auto Service
Cor Memorial Dr. & Sheridan St., CHICOPEE FALLS 592-6151
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Air Conditioning

Reidy Oil Company, Inc.
81 N. Bridge St., HOLYOKE536-1321
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Sansone, Inc.
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- Center, Arthur E. Pontiac, Inc.
360 Main St., SPRINGFIELD 733-1115
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- Jones, Ralph D. Inc.—Volkswagen
721 Worthington St., SPRINGFIELD 781-1820
See our ad this Classification
- K-C Auto Leasing Company
505 Memorial Dr., CHICOPEE 598-8301
See our ad under Automobile Rentals & Leasing
- Orr Cadillac, Inc.
10 Mill St., SPRINGFIELD 781-1800
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- Reiter Oldsmobile, Inc.
34 Sumner Ave., SPRINGFIELD 734-6471
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- Stonina, A. J. Inc.—Cadillac-Oldsmobile-Buick
67 Exchange St., CHICOPEE 594-6626
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240 Main St., INDIAN ORCHARD543-3307
See our ad this Classification

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K-C Auto Leasing Company
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Palmer Auto Parts Monson Auto Parts

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Palmer, Mass. Monson, Mass.

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But there's nothing going on in this town you can't drive to.

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FAIRVIEW, / 1577 MEMORIAL DRIVE
HOLYOKE, / 1640 NORTH AMPTON ST.
SO. HADLEY, / 40 BRIDGE ST., S.H. FALLS
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Chicopee, Mass.
Member F.D.I.C.

Banks

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Memorial Dr., (Fairfield Mall), CHICOPEE593-5524
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Branches—HOLYOKE, 1640 Northampton St. (Rt. 5) 534-0206
HADLEY FALLS, 40 Bridge St., S. HADLEY FALLS 534-0205
CHICOPEE, 91 Main St., CHICOPEE FALLS594-4751
FAIRVIEW, 1577 Memorial Dr., (Rt. 33)538-8268
LUDLOW, 436 Center St.589-0131
See our ad on Base Map and this Classification

First Bank & Trust Company
FAIRVIEW—Memorial Dr.534-1512
WESTOVER A.F.B. Branch534-0234
CHICOPEE FALLS—66 Main594-4989
CHICOPEE—124 Cabot592-2016
WESTFIELD SHOPS—429 East Main562-2782
Main Office: 127 State, SPRINGFIELD737-4321
See our ad this Classification

Holyoke Savings Bank
Main Office: Chestnut & Suffolk Sts., HOLYOKE533-7121
Elmwood Branch: South St. Shopping Ctr., HOLYOKE 536-3997
Canal St. Branch: 20 Canal St., HOLYOKE533-3785
Grant City, Northampton St., HOLYOKE533-7121
See our ad this Classification

Peoples Savings Bank
314 High St., HOLYOKE
Hampden & Pleasant Sts., HOLYOKE
The above may be reached by dialing534-0211
See our ad this Classification

Automobile Repairing

Berselli Sales, Inc.—Chevrolet-Oldsmobile
380 Main St., WILBRAHAM596-6911
See our ad under Automobile Dealers—New Cars

Automobile Wheel Alignment

Steer-O-Master Safety Service, Inc.
235 Taylor St., SPRINGFIELD737-1444
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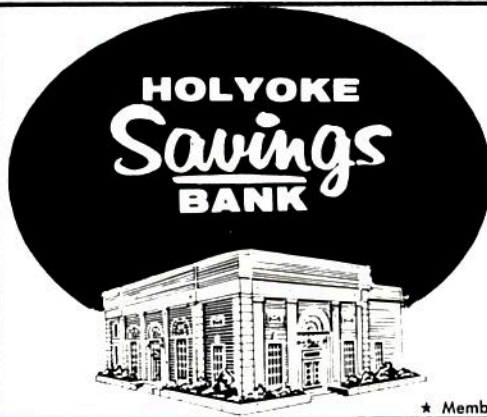
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FIRST BANK



Member Federal Deposit Insurance Corp.



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- ☆ **Savings Accounts**
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South St. Shopping Center

Grant City, Northampton St.

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Banks, (Cont'd.)

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FAIRVIEW Office: 1445 Memorial Dr.536-7203

CHICOPEE Office: 203 Exchange St.594-4704

Main Office: 1391 Main St., SPRINGFIELD733-1141

See our ad this Classification

Valley Bank & Trust Company

Main Office—1351 Main St., SPRINGFIELD

SPRINGFIELD Shopping Plaza

INDIAN ORCHARD—Main at Pinevale St.

EASTFIELD Mall—Boston Rd. at Parker St.

LUDLOW-WINDSOR at Sewall St.

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The above may be reached by dialing785-5841

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Beverages

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Of The Diocese of Springfield — Books & Gifts, Posters &
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Home Office: 116 Pleasant St., E. HAMPTON527-1000
Dealer: 45 Elm St., W. SPRINGFIELD(413) 732-0470
See our ad on Base Map

Building Materials

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Tessier Millwork & Lumber Co., Inc.
11 Jackson St., HOLYOKE536-6485
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 Emmanuel Baptist Church—Member Southern Baptist Convention
 124 Putnam Circle., SPRINGFIELD734-8038
 Grace Baptist Church—Jack G. Corey, Pastor567-7977
 General Association of Regular Baptist Churches
 Salem & Elliott Sts., Downtown SPRINGFIELD734-1885
 Lutheran Church of Our Savior—A. E. Kentopp, Pastor
 Worship 8:30 and 11:00 a.m.; Sunday School 9:45 a.m.
 660 Newton St., S. HADLEY533-1925—467-7066
 St. Francis Chapel & Information Center
 254 Bridge St., SPRINGFIELD733-3101
 See our ad this Classification

St. Francis Chapel & Information Center
254 Bridge St. Springfield 733-3101
MASSES
 Sunday, 5 A.M., 6 A.M., 7 A.M., 8 A.M.
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 7:30 A.M., 10:45 A.M., 11:30 A.M., 12:10 P.M., 5:10 P.M.
 Holy Days
 7:30 A.M., 8:15 A.M., 10:45 A.M., 11:30 A.M.,
 12:05 P.M., 12:35 P.M., 4:30 P.M., 5:45 P.M.
CONFESSIONS
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 Inquiries, Information, Everyday 9:00 A.M. to 6:00 P.M.

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 38 Baldwin St., E. LONGMEADOW525-6506
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Chicopee Nursing Home, Inc.
12 Dallaire Ave., CHICOPEE FALLS532-4004
See our ad under Nursing Homes

Wesson Memorial Hospital
140 High St., SPRINGFIELD785-1241
See our ad this Classification

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Enjoy The Prestige and Dignity Of
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See our ad this Classification

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See our ad this Classification

Chase House of Decor, Inc.
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Dave's Furniture (New & Used) Bought & Sold
We Buy Anything & Sell Everything
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Quality Furniture at Lowest Prices
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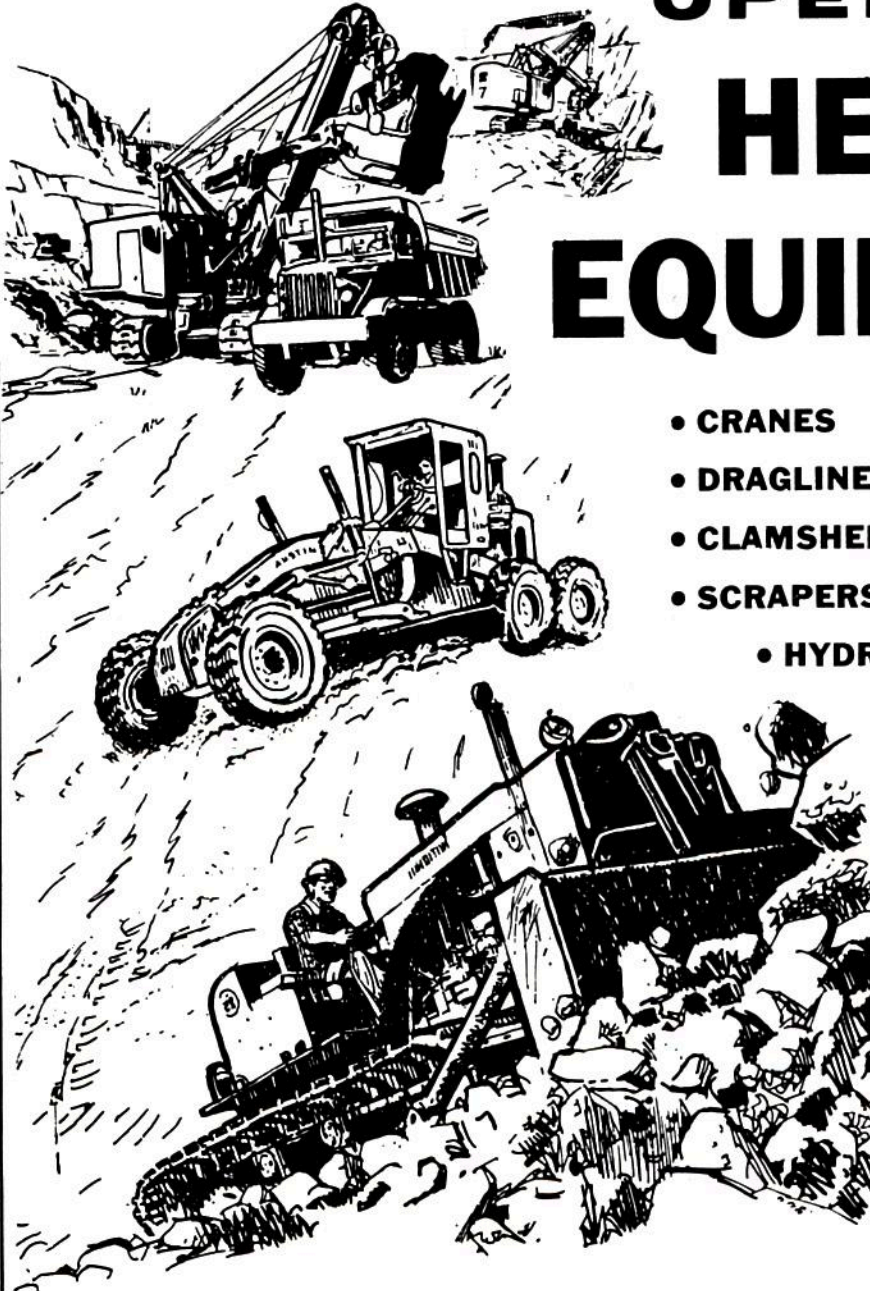
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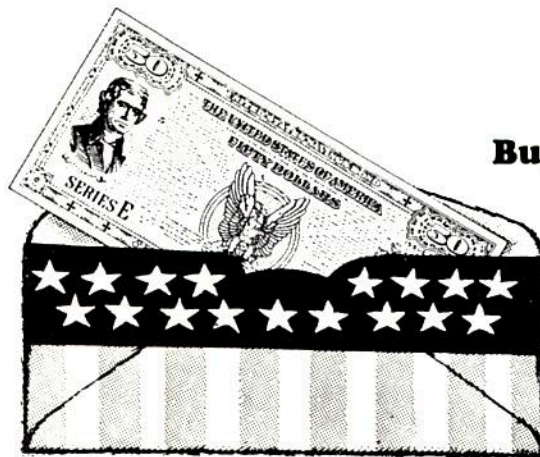
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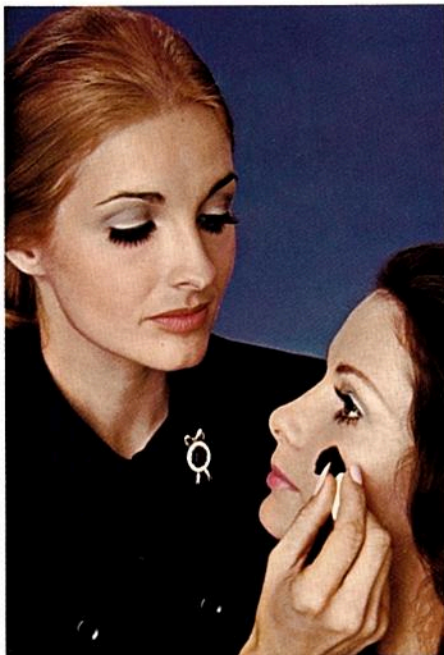


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