

# The Spokesman

"Empire buyers are Empire builders. For us the Empire begins in Canada," is a real motto!

Let us encourage our industries by buying Canadian goods. Empire Shopping is a good policy

THE SPOKESMAN, DRUMMONDVILLE, JULY 9th, 1929

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## Fast Work To Feature Last Days Of Campaign

### CLUB MEMBERS STRIVING TO MAKE THIS "BANNER WEEK"

"THIRD CREDIT PERIOD" ENDS JULY 16th WITH BIG DROP IN CREDIT SCHEDULE

They have rounded the last turn and are closely arrayed as they swing into final lap for victory.

The last turn in the race has been reached and several candidates entered the "home stretch" in a dead heat of the finish line just one week away. So close are a number of the leaders that it would require but a few subscriptions to close up the gaps separating one from the other.

#### ACTUAL TEST NOW AHEAD

The real test is now ahead — so close are the leaders that it all depends on what they do between now and the finish to determine the ultimate winners. Present leaders must increase their totals nightly if they wish to finish the big ring.

With honors thus far about equally divided, candidates in The Spokesman now famous automobile prize contest are preparing with everish haste and intensity to make their final stand for victory before next Tuesday night — the close of the "Third Credit" Period.

This all too short period — the last of the BIG VOTES — will undoubtedly be the deciding factor in determining the winners of the splendid array of prizes that has for weeks dazzled the eyes of the entire community by their value, and the stupendous liberality of the proposition as a whole.

For several weeks candidates have been busily engaged in accumulating votes. During this time The Spokesman contest has gained ample that is widespread. It was hailed from the very beginning as being the most startling and liberal prize-giving event ever inaugurated in the District.

Next Tuesday night looms big on the horizon and every tick of the clock brings it nearer. It marks the close of the "Third credit" period, and the beginning of the end — the last three days of the race under sealed ballot box. And these last three days will see "Father Time" on his way in such rapid flight that there will scarcely be time to catch your breath before everything will be over, the winners named and the proud victors begin taking enjoyment in the prizes won.

Interest in the contest is running high. More general and concerted action has taken place during the past few days than at any other time since the campaign began; and with the race narrowing down to a limited few, each of the "favorites" and their respective friends are more determined than ever to win first honors and the big prize worth \$1775.00.

Any doubt as to the closeness of the race has been removed. Also it has been proven that there is a bunch of "campaigners" in Drummondville who do not stand back on formalities, but pitch right into the fray and get what is coming to them.

#### ENTER PERSONAL PRIDE

A striking feature of these last few days is the personal pride that is becoming noticeable. Three or four of the candidates have voiced their determination to win at all hazards. Some have declared that to accept defeat would be an everlasting humiliation; others say they owe it to their friends who have helped them to this point, to exert every effort to the last minute to win out. So on a basis of a personal honor the competition is being zestfully waged. With a goodly number of enthusiastic boosters behind each of the candidates, and each group determined to see their favorite the big winner, some exciting, even thrilling situations will undoubtedly arise before the ownership of the big prize is finally decided on July 20.

#### ACTUAL TEST STILL TO COME

It is in you to win if you will. This is the final test. All indications point to a whirlwind finish. Sensations and surprises will follow one upon another.

The gameness and resourcefulness of the candidates will be put to the test during the remaining days of the campaign. And here is where courage upholds them and makes them fight, or the lack of it takes the stiffness out of the knees and leaves them trailing in the dust, and "also ran." At times too, supreme courage urges them on when they tire, and that is the gamest fight of all.

Thousands of credits will be polled between now and July 16th, the end of the "third-credit" period.

Who will lead in the final week?  
Who will win that \$1775.00 Buick Sedan?

LEADERS FIGHTING STUBBORNLY FOR HIGH HONORS. WHO WILL WIN IS A BIG QUESTION, SINCE SEVERAL LEADING CANDIDATES ARE EVENLY MATCHED AND STAND DANGEROUSLY CLOSE TOGETHER.

MANY LEADING CANDIDATES JUMP AHEAD IN FIERCE DASH FOR THE \$1775.00 GRAND PRIZE.

MRS. F. H. ROBINS GAINS PRECIOUS FIRST POSITION AS NEARLY A DOZEN OTHERS ARE CROWDING HER IN THEIR FINAL DASH FOR HIGH HONORS.

#### HERE IS HOW THEY STAND

Mrs. F. H. Robins, Drummondville	4,246,000
Miss Emma Pépin, Drummondville	4,210,000
Mr. Wilfrid Boisvert, St-Albert	4,198,000
Mrs. Wallace Landry, St-Germain	4,107,000
Miss Françoise Gaudet, Aston Junction	4,086,500
Miss Sybel Grégoire, Sherbrooke	4,068,500
Miss Gertrude Lafontaine, Drummondville	4,037,000
Miss Anita Girard, St-Germain	3,557,000
Mr. Lucien Houde, Nicolet	3,304,000
Miss Rose Aline Lacharité, St-Cyrille	2,464,000
Miss Laurette Pépin, St-Célestin	1,231,500
Miss Régina Boisvert, St-Zéphirin	706,000
Miss Fleur Anne Wood, Roxton Falls	669,500
Miss Fleur Anne Wood, Roxton Falls	628,000

Next count will be made Wednesday Night, July 10th.

### BUTTERFLY PLANT EXTENSION

The officers and directors of the Butterfly Hosiery Co., held annual meeting here, Tuesday last. The report presented them concludes by stating that business has increased to such proportions of late that the company are seriously considering a large addition to their present plant.

#### Had Mishaps

Local motorists returning to the city Sunday night reported that they saw no less than four cars off the road in a more or less damaged condition, between here and St.

Hyacinthe. Two similar accidents were reported on the Three Rivers road the same night. So far as is known none of the motorists victims of said accidents were seriously injured.

### NEW HIGHWAY LINKING THIS DISTRICT COMPLETED SOON

Road from Melbourn to St. Hyacinthe will soon be ready. — New link from E. T. to Montreal.

#### WIDE AND SAFE

With the exception of a stretch of six miles from the point of the Richmond-Drummondville road a couple of miles north from Melbourn, westward from the St. Francis river towards South Durham, a new highway linking up Richmond, St. Hyacinthe and Montreal is now completed. This new road will form one of the important links in the chain of roadway communication in this part of the province, and will be of benefit to Melbourn and Richmond district in facilitating travel to Montreal. While the unfinished six miles are under construction, the road is practically closed, except for local residents, but it is expected that it will be finished by the middle of the autumn, and will be open to traffic next spring.

The new highway, which will be known as the Melbourn-St. Hyacinthe road, to connect with the Montreal-St. Hyacinthe route, follows out from Melbourn along the present highway to Drummondville for about two miles until just before the Pierce level crossing over the Canadian National Railways track and the old stone schoolhouse are reached. From that point it strikes off almost at right angles, westward and away from the river. It then goes through Gore, Lisgar, South Durham and St. Christine to St. Hyacinthe.

By the opening of this highway, there will be created a new route from the Eastern Townships to Montreal. Whereas people going from Richmond and the towns and villages about here, as well as from Arthabaskaville, Victoriaville and the section above Richmond, toward Quebec, have to go to Montreal by motor by going up through Sherbrooke and taking the Victory route, they will, starting next year, be able to go direct through St. Hyacinthe from Melbourn Village. It will thus form an entirely new motor route, and will open up a charming and long-settled, but thus far considerably shut off, district.

#### SIX MILES TO COMPLETE

The Montreal-St. Hyacinthe road is in operation at the present time, while the new road from the latter city to Melbourn, is completed as far as the Durham township section. There are eight miles in Durham township and four miles in Melbourn township. Of the eight mile Durham stretch, six miles have been completed last year and this, leaving only two miles more there. The four miles of the Melbourn section, however, are only under construction at the present time. The completed portion of the highway is under Government maintenance, and is stated to be in first class condition, but traffic cannot be routed over the part being worked on at present.

When building of the road was decided upon, there was considerable controversy as to what route should be taken. There were two points on the Drummondville route from which the new one could branch off. One was the road finally chosen, leading to Gore through the district commonly known as the Dustin neighborhood, and the other started from a mile further away from Melbourn, and led through the Bartlett district. The two join within a few miles. Residents of both neighborhoods desired the road through their own district, and each had points in their favor. Thus the route chosen, the Dustin district, is very hilly, while the Bartlett road would necessitate the crossing of the Canadian National Railways twice by means of level crossings. It was the elimination of these crossings by using the Dustin road, that finally persuaded the Government in choosing that road. It leads off from the Drummondville route just above the Pierce crossing at the end of the railway bridge over the St. Francis, and so misses that one, while it does not cross over the railway further on at Gore as the Bartlett road does.

### A PRECIOUS RELIC OF SAINT GEORGE

More than 200 citizens of Drummondville took part, Sunday, despite an unfavorable weather, in an impressive pilgrimage to the "Tower of Martyrs", at St. Justin, some thirty miles from here, on the D'ville-Three Rivers road. The pilgrimage was under the direction of Rev. Father G. Melancon, curate of St. Frederick parish.

The "Tour of Martyrs" contains nearly 5,000 relics of Christ and the Saints. It is said to be the most complete collection of its kind outside Rome and the Holy Land. Late Monsignor Marquis, the founder, devoted part of his life and spent a fortune in obtaining those precious relics. Our English citizens will be interested to hear that amongst the latter is a small piece of the cloth of Saint George's banner. This relic was formerly in the chapel of the Odeschali Palace, in Rome. Thousands of pilgrims from every part of the continent visit the "Tower of Martyrs" every year.

### E. T. NEWS OF INTEREST

#### WINS BURSARY

Richmond. — The bursary of \$200, granted yearly by the Imperial Order of the Daughters of the Empire, Quebec provincial branch, has been won for 1928-29 by Mr. C. Ross Healy, of Richmond. This award is for the student who obtains the highest rank in the second year of the agricultural course at Macdonald College, leading to the degree of Bachelor of Science in Agriculture.

This bursary is a recognition by the Daughters of the Empire of the value of scientific education for agriculturists.

#### FISH AND GAME

Bedford. — An important meeting will be held on Saturday afternoon at the country building, under the auspices of the Province of Quebec Association for the Protection of Fish and Game. This meeting was originally scheduled to be held early in June, but was postponed. The particular purpose for which this meeting has been called is to organize the Missisquoi Fish and Game Club, which was formed last autumn, into the Missisquoi Division of the Provincial Association. This is only one of many meetings which are being held throughout the province, thus making the Association into a big, strong body, to more effectively carry out the aims of the organization.

#### KILLED AT ASBESTOS

Asbestos. — A young Englishman who had been in Canada only nine weeks was instantly killed in the mines of the Canadian Johns-Manville Company here last night. He was Ralph Brooks, of about twenty-four years of age. Details of the accident are not definitely known, but it is believed that Brooks was working on a train in the pit and had got off in order to fix a switch or couple cars. In any event he was crushed between the cars of the train, and when the train crew and other workmen ran to his assistance, they found him already dead. The accident took place at about 11.30 o'clock last night.

Brooks had come out to Canada from England only a few weeks ago, and leaves a wife and a baby of eighteen weeks, both of whom also came from the old country.

An inquest is being held here today, when details of the accident will be better known.

#### United Church

The United Church of Canada has decided through its Women's Society to begin a Missionary Society in connection with its church here.

Mrs. MacLean, late of Scotland, wife of the Rev. Mr. MacLean, who is assigned to the charge of the United Church at Calumet and Cushing on the north shore of the Ottawa, recently lectured to the United Church people on the advisability of having such an outlet for useful energy and told them of the procedure to be followed. About fifteen ladies listened and were much interested. The new society will soon be at work.

### BRILLIANT MANIFESTATION TO HON. LAFERTE, THURSDAY

Over two hundred guests to attend banquet, at Manoir. — Eminent speakers to address citizens from hotel veranda, at 9.30 p.m.

#### INVITATION TO ALL

More than two hundred guests, it is expected, will attend the banquet tendered, Thursday this week, July 11, at the Manoir, in honour of the Honorable Hector Laferte, representative of the County of Drummond at the Legislature, and Minister of Colonization, Fisheries and Hunting. Eminent speakers are the Hon. L. A. Taschereau, Prime Minister of the Province, Federal Minister A. A. Cardin, the Honorable J. E. Perrault, Athanase David, senator N. K. Laflamme, Messrs. Damien Bouchard, M. F. P., Anatole Plante, M. P. R., Nap. Garceau, C. R., Joseph Marier, C. R., and their addresses will surely be so many thanks.

After the banquet, at 9.30, speeches will be delivered from the Hotel veranda. Loud speakers will be installed so the large crowd that will gather that night in front of the Manoir and in the Park will plainly hear the orators. All the citizens are cordially invited to be present at that popular manifestation of Drummondville and Drummond County in honour of our distinguished representative at the Quebec Legislature.

### Less Sunshine Was Recorded Here in June

Average Month, According to Meteorological Station, But Sunshine Was Considerable Lower. — No Extremes in Temperature, But Long Hot Spell.

#### RAIN

An average month is the report from the local meteorological station, at the Charity Brothers' Novitiate, for the month of June. The comparisons are drawn over a few years period the local station has kept such records. June this year had no extremes, but the sunshine was considerably below average.

The report points out that the only remarkable thing about the month so far as the weather was concerned was the length of time in which the district was held in the grip of an intense heat wave. It was unusual for the best to remain so long and the temperature to remain so constantly high. The highest temperature was 86 degrees on June 12th, while the lowest was 35 degrees. Over the fifteen year period, the highest June day was in 1919, when on June 4th and 5th it reached 93 degrees. The lowest temperature in the period has been thirty, to which it has sunk several times.

The average temperature for the past month was 62.28 degrees, slightly higher than the 59.88 degree average for June in fifteen years. The highest June average yet recorded was 64.33 degrees in 1919, and the lowest was 55.63 in 1918.

Rainfall during June totalled 35.59 inches, as compared with the average of 3.87 inches. The highest rainfall in June was in 1922, when it was wet to the extent of 10.34 inches, while the lowest was in 1921, when only 1.78 inches fell.

Whereas the average number of hours of sunshine in June is 204.4, last June there were only 176.4 hours. The sunniest June was in 1915, when 249.5 hours saw sunshine, while the dullest June was in 1922, when there were only 156 hours of sun.

### Points Given at Riverview School

Class 4: Betty Prince 93, Josephine Bruzaskay 91, Irene Dearborn 90, Catherine Elvin 89, Breago, and leaves a wife and a baby of eighteen weeks, both of whom also came from the old country.

An inquest is being held here today, when details of the accident will be better known.

Class 5: Ivy Ancliff 79, Colin Graham 74, Geoffrey Perman 74, Molly Taylor 72, Freda French 72, Helen Kendratuk 66, Frank Thomas 51, Norah Morey 55, Audrey Sovie 60, Gordon Rutherford 47.

Class 6: Wm. Elvin 84, Milton Lackie 74, Walter Wenck 71, Morris Sullivan 71, Ralph Frost 51.

Class 7: Randolph Farley 84, Lloyd Doull 58.

#### Have Contracts

Messrs. Montplaisir and Archambault have secured the contract from the Marconi Company for two detached villa residences on their station here.

### STE. CROIX HOSPITAL BEING CONSIDERABLY ENLARGED

#### PROGRAM OF BIG LAFERTE BANQUET

The following toasts will be presented and answered to Thursday night, at the banquet given in honour of Hon. Hector Laferte, at the Manoir: "The King"; "Our Host"; His Worship Mayor W. A. Moisan, Hon. Hector Laferte; "Canada"; Hon. L. A. David, Hon. P. J. A. Cardin; "Province of Quebec"; Wilfrid Girouard, Hon. L. A. Taschereau and the Hon. J. E. Perrault; "Drummondville"; Nap. Garceau, C. R.; C. H. Lalonde, C. R.; "The Press"; Jos. Marier, C. R.; T. D. Bouchard, M. P. P.; "The Ladies"; Anatole Plante, Leon Trepanier, Mayor Moisan will preside.

Ladies are cordially invited to seat in the large hotel lounge during the speeches to be delivered from the veranda, after the banquet at around 9.30.

Music and songs during the banquet will be rendered by Montreal artists.

### First Fair in E. T. Will Open on August 15

List of Fairs in Eastern Townships this Year Received from Provincial Department of Agriculture This Morning.

#### THEIR DATES

The first fair in the Eastern Townships that will open its gates to the public this fall will be the Cookshire Fair, which is held under the auspices of Compton County No. 1, Agricultural Society on August 15th, 16th and 17th, while the last fair to operate will be that of Wolfe County, No. 2 at North Ham on September 17th, according to the official list of fairs made public by the Provincial Department of Agriculture this morning.

The following is the list of fairs in the Eastern Townships, included in which are the dates for the three large provincial exhibitions: Valleyfield, August 12th to 17th. Cookshire, Compton County No. 1, August 15th, 16th and 17th. Three Rivers, August 17th to 23rd.

Richmond, Richmond County, August 19th, 20th and 21st. Plessisville, Megantic, Div. B., August 20th and 21st.

Waterloo, Shefford County, August 21st, 22nd and 23rd. Ayer's Cliff, Stanstead County, August 22nd, 23rd and 24th.

Sherbrooke, August 26th to 31st. Bedford, Missisquoi County, August 27th, 28th and 29th. Quebec, August 31st to September 7th.

Brome, Brome County, September 2nd, 3rd and 4th. Scottstown, Compton No. 2, September 4th, 5th and 6th.

Marbleton, Wolfe No. 1, September 10th. Inverness, Megantic, Div. A., September 11th. North Ham, Wolfe No. 2, September 17th.

### Man Killed at St. Eugene Was Alleged Thief

Eudore Piche, victim of auto accident near here, last week, was accused of two automobile thefts.

#### "JUMPED" BAIL

Death claimed its victim and also overruled court authorities when Eudore Piche, 30, was killed by an automobile at St. Eugene, near Drummondville, last week. He cannot now answer a charge of stealing two automobiles.

The accused was arrested last April and was released on bail of \$950, and although he appeared in court several times for trial, on each occasion the case was postponed, either on application of the defence or of the Crown.

Piche was also under a charge of "jumping" bail in the United States, and was sought by police in Montreal on the auto thefts charge for more than a year. Sergeant-Detectives Bourdeau and Landriault,

Important extension in rear of present building. — To be double in size. — Completed in October.

#### WILL RETIRE

The Holy Cross Hospital, on Brock St., is being enlarged to about double its present size. Its present accommodation is now insufficient.

The extension will be on the rear, or west-end of the present building. It will contain at least thirty rooms and will communicate to the front construction by corridors. Mr. P. E. Demers, of this city, has the contract representing a minimum sum of \$27,000. The extension will have five storeys and be absolutely modern under every respect. The plans were made by Mr. Jules Caron, architect, of Three Rivers.

The work, which is fast progressing, although started only a week ago, are to be completed in mid-October.

It is said that the Rev. Canon Grenier, of St. Germain de Grantham, will shortly retire from the active exercise of his office, and will come to reside in the hospital when the new works are finished, so too will the parish priest of La Baie du Febvre.

### Glare of Light Was Cause of Auto Accident

Mr. J. H. Poupart dies when his car overturns, near Windsor Mills.—Blinded, by lights of oncoming car.

"Accidental death" was the verdict returned by the coroner's jury Thursday afternoon at Sherbrooke, at the inquest into the death of Mr. J. H. Poupart, who passed away at the St. Vincent de Paul Hospital on Wednesday afternoon as a result of injuries received when his car overturned on the road to Richmond last Monday night.

The chief witness was Mr. Gerard Lacasse, son-in-law of the deceased, who was riding in the back seat of the car at the time of the accident. According to Mr. Lacasse, the car was proceeding at a reasonable rate of speed in the direction of Sherbrooke with headlights full on.

These, with the heavy rain, blinded the occupants of the Poupart machine, so that they could not see the road. The next thing the witness knew the car had gone off the road and turned over. After the car had come to a stop, with wheel in the air, the occupants extricated themselves. Mr. Poupart was pinned beneath the vehicle and was only released with great difficulty. An ambulance was called and the victim removed to the hospital. The accident happened just beyond Windsor Mills.

The late Joseph Hector Poupart was very well known in this vicinity, being for some years manager of J. M. Nault Ltd. In 1920 he established a dry goods store on Wellington street and in 1922 he joined the staff of La Tribune, acting as advertising manager until 1928, when he assumed the management of the Hotel Continental. A few months ago he rejoined the staff of La Tribune.

He was forty-eight years of age and leaves a widow, nee Alma Dubois, two sons, Marcel and Guy, and two daughters, Cecile and Marguerite.

### Thing of the Past

The final balance of the assets of the former Drummondville Social Club has been divided between the Anglican Church and the United Church of Canada in equal parts and the money paid over.

and Walter Duchesnay, investigator for the Auto Loss Investigation Bureau, served the warrant on Piche last April. He was employed by a taxi-cab company at the time and the long search ended when they found him asleep in his taxi on Closse street.

# The Spokesman

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DRUMMONDVILLE, JULY 9, 1929.

## Automobile Lights

As the consequence of blinding lights, we are informed, a well-known Sherbrooke citizen was the victim of a fatal accident, between Richmond and Windsor Mills, last week.

One of the most serious offences committed by many motorists is the failure to dim or deflect the lights on their automobiles while driving at night. Failure to carry out this courtesy of the road has already caused innumerable accidents through blinding headlights making it impossible for the driver of a car about to pass one which has not dimmed to see the road in front of him, with the result that he either runs into the ditch or misjudges his distance from the car with the strong lights and runs into it. Attention has been called to this by the Spokesman before, but there are still many offenders on the highways.

This neglect to dim or deflect headlights is far more marked in the Eastern Townships than in other parts of the province. In the Montreal and Quebec districts, and on the highways north of Montreal it is rare to come across a motorist at night who fails to dim, but in this vicinity only a small percentage of motorists extend this courtesy.

The act of dimming lights is an easy one for every motorist and is a way in which night driving is made more pleasant and far safer. It is up to every driver to do his part towards helping others, and also to help himself in this simple manner.

Another conspicuous thing on the roads at night is the number of "one-eyed" cars, that is, cars with only one of their headlights working. At times, it is true, one light goes out unexpectedly and the driver may fail to notice the fact or be unable to fix the broken light until he reaches the nearest garage. The large number of automobiles driven with this defect, however, makes it impossible to believe that they are all driven under such circumstances. There must be many who deliberately drive with only one light shining who have not attempted to fix the other one or have it fixed. Driving with only one light in this manner is another dangerous practice for it makes it impossible for the driver of a car coming in the opposite direction on a dark stretch of road to know whether he is approaching a motorcycle or a car, and if it is the latter, whether it is the right or the left light which is bright.

## Farm Research

Canadian agriculture will without doubt receive untold benefit from an Empire-wide scheme of agricultural scientific research agreed upon by the governments of Great Britain and the overseas Dominions. The plan is to form an imperial organization for the collection, preparation and dissemination of information bearing upon agriculture research, and since Canada has a large number of research workers in the service of the Dominion and Provincial Governments it is expected that this country will benefit more from the exchange of scientific knowledge than any other.

The establishment of eight new bureaus was recommended at the Imperial Committee, each bureau to deal with a separate branch of agricultural science, and all to be financed from a common fund formed by contributions from the various governments of the Empire.

It was to be expected that Canada would exhibit eagerness to co-operate, since no country more fully appreciates the benefits of agricultural research and few have benefited to a greater extent from it. The enhancement of national prosperity through the single phase of plant breeding was recently summarized by the Dominion cerealist, who stated that more than one hundred million dollars have been added to the value of Canada's annual wheat crop through the introduction of superior wheat varieties and strains by scientific plant breeding.

Primarily it has been the evolution of the new strains of wheat through selection from established varieties the Dominion to the position of premier wheat producing country of the world. Good soil and favorable climatic conditions are very important factors, this authority admitted, but without strains excelling in such points as yielding ability, precocity, strength of straw and milling and baking qualities Canada's supremacy might be challenged. In fact, the scientific breeder of plants has in few countries contributed more directly and substantially to national prosperity than in our country.

## Canada's Wealth

Without taking into account the enormous undeveloped resources, the national wealth of Canada at the end of 1927 was \$27,687,000,000, according to the statement just issued by the Bureau of Statistics. This total is an increase of \$900,000,000 over the preceding year, which clearly demonstrates that the Dominion is forging ahead fast. Agriculture, estimated at \$8,027,301,000, constitutes the largest single item of national wealth, while next comes urban real property estimated at \$7,238,688,000, then steam railways \$2,950,000,000; forests \$1,866,613,000 and so on, through a long list of Canada's assets.

The ratio of wealth according to provinces is placed as follows: Ontario has \$9,560,775,000, or 34.54 per cent. of the total; Quebec, \$6,852,279,000, or 24.75 per cent.; Saskatchewan, \$2,980,055,000, or 10.83 per cent.; British Columbia, \$2,318,651,000, or 8.38 per cent.; Alberta, \$2,258,210,000, or 8.16 per cent.; Manitoba, \$1,925,356,000, or 6.95 per cent.; Nova Scotia, \$875,129,000, or 3.10 per cent.; New Brunswick, \$751,818,000, or 2.71 per cent.; Prince Edward Island, \$148,493,000, or 0.53 per cent.; and Yukon \$16,830,000, or 0.6 per cent.

The development of Canada has certainly been impressive and the prospects for the future are indeed bright.

## Pert Paragraphs

How comforting to reflect that the ordinary car you have is the wonder of the world. The ad. describes. If misery loves company, the hair-pin, petticoat and corkerway manufacturers must be fond of the ice man.

A gold deposit discovered in the land of the Philippines. There goes his last chance ever to deserve independence.

Telegraph companies have regular form messages to express congratulations on almost all occasion except the birth of twins.

What's the use of education? The only ones smart enough to understand the Einstein theory won't accept it.

Our modern pastime—hunting, fishing, etc.—was the primitive man's work. And doubtless it proved him when he sliced a skull instead of lifting it off the tree.

At any rate, two can pay installments as cheaply as one.

If spinach does the child no other good it teaches him to accept the inevitable without whining.

The first shock to the graduate will be the discovery that all the jobs are handed out by old fogies.

At times, however, a fool driver just seems that way because you need a goat to ease your own conscience. It must be nice to feel so important that you needn't act hateful an effort to seem important.

Perhaps it takes three generations to make a gentleman. But the present generation of gold-diggers can "make" the average man easily.

One reason why some of our best people take no vacation is because merchants in a resort town won't charge it.

It isn't freedom we worship that men fight for, but freedom to act the superiority of their religion.

A diplomat is a man who covets something and never takes a great principle to justify stealing it.

It seems an economy to have the children home from school, until you get the gasoline bill the first of the month.

A husband is a person who feels helpful if he empties the ash tray just before it runs over.

What does the angry player say to the umpire? He says, "You're right, old man; but let me make motions to fool the fans."

Alas! By the time a people get proud enough to fight for and win freedom, it is proud enough to desire slavery.

Surely no one capable of understanding export debentures would stay on a farm, anyway.

That rubber heart reported in a Canadian cat probably is the fact that the material similar to the local correspondent's imagination.

Scientists have found a way to attach a loud speaker to almost everything except the still small voice.

Paper milk bottles may be superior, but they don't clatter down steps to let you know what time the children come in.

No matter which way an election goes, it can't help the kind of people who think a change of office holders can help them.

Lindy kept his doing secret for a long time. But now each day's activities must be explained to Morrow.

Daylight robbers are always called "daring". Probably due to the fact that night-club operators merely require guile.

Her: An ordinary morose glorified by headlines, entirely scorned by open mouths.

It's easy to be a stock market prophet. Tell suckers a certain stock is going up, they bid against one another to grab it; up she goes; you are a wizard.

A mere man can't see much result of house cleaning, except that he is more natural than that this great

## Inventive Women

Although the erstwhile relegation of all women to a sphere of dusting and dishwashing has long since lost its power of persuasion among thinking persons, says the Christian Science Monitor, yet there may be something for surprise in the fact that women have won a firm place in the world of inventors. It has been stated recently that from 1790 to 1910, in the United States alone, nearly 11,000 patents were granted on women's inventions; and that in England in a single year there were taken out by women five hundred patents relating to motorcars, airplanes and various commercial objects. During 1914 patents were granted to women for the following utilities: a system of electrical distribution; control of an electric engine starter; an automatic lubricator; a new form of rivet; a wheeled luggage carrier; a parachute for airplanes, and a submarine. Moreover, the number of patents taken out by women seems decidedly on the increase.

Significance may be found, however, in a further fact: Women are reported especially active in the invention of cooking utensils, bathroom fixtures, nursery furniture, accessories for sewing machines, folding tables and other household articles. One woman has invented a doll that can walk, dance, sit down and do many other delights.

## Canada's Trade

Last year was Canada's banner trade year, and the Dominion today stands among the first five nations of the world in volume of imports and exports.

Total trade of Canada for the past fiscal year shows an increase of \$300,000,000 as compared with the preceding year. The total for the year ended was \$2,654,000,000 as against \$2,358,000,000 last year. Exports the past year aggregated \$1,389,000,000 as compared with \$1,250,000,000 for the previous twelve months, while imports last year were valued at \$1,265,000,000 as against \$1,108,000,000 in 1927-28.

These figures indicate that Canada is continuing steadily and surely on the upgrade, and confidence and optimism are everywhere evident.

## U. S. of Europe

Count Richard N. Coudenhove-Kalergi, president of the Pan-European Union, which hopes to form a "United States of Europe", has written the following letter asking the resident Hoover to endorse the movement of making the United States a "U. S. of Europe".

"Three years ago I had occasion to acquaint you with the aims of the young Pan-European movement. Since then, this movement to further the peace and well-being of Europe has made great progress. It is forcing Europe to new decisions. In making these decisions, Europe needs the sympathy and co-operation of America. In your inaugural speech you emphasized the principle that the progress, well-being, and peace of the United States are being closely bound up with the progress, well-being, and peace of all mankind. But as long as Europe remains dismembered, as long as Europe comprises twenty-six nations that hate, fear, and distrust one another, the progress, well-being, and peace of the world will be constantly in danger. These unnatural circumstances will certainly lead sooner or later to a war, and to social and economic catastrophes, unless Europe follows the glorious example which your nation gave by forming a federation of states. For four centuries Europe has shared in the development of America. Now America is faced with the possibility of co-operating in the development of Europe. The children and descendants of European peoples who hate each other and fight among themselves at home live peacefully in America as citizens of a single nation. What is more natural than that this great

nation, which has experienced and made possible within its borders harmony among European peoples, should strive for reconciliation among the parents, sisters, and cousins across the Atlantic? Can the young American nation bear to watch its old European mother perish without offering to aid her? "Blood kindred though separated by the ocean, America and Europe are destined by fate to work together in unchanging friendship for the human ideals that united them. A peaceful, united, and prosperous Europe will be more valuable to the future of America than a chaotic, barbaric, and bankrupt Europe. The ruin of Europe would involve the whole world in fresh catastrophes.

Poverty isn't the cause of dishonesty. Only the better hotels have their names woven in the towels.

Fable: The gentleman and the rogue took their quarrel before a jury and the gentleman won.

Also, hell hath no fury like a former who "lets" you know how now finds his advice unwelcome.

# Compare... STUDEBAKER'S NEW DICTATOR SIX TO \$1255 TO \$1475

Compare this smart new six, by the Builder of Champions, with cars that cost more. Compare it for style—for fine-car beauty of line, and color and appointments—for roominess and riding ease. Compare it for speed and spirit, remembering its gallant predecessor, the champion Dictator which sped 5,000 miles in 4,751 minutes!

- 115-inch wheelbase.
- Rubber engine mountings and bronze-backed and babbit-faced crankshaft bearings provide maximum life and smoothness.
- Lanchester vibration dampener.
- Timken tapered roller bearings in rear axle, front and rear wheels and steering knuckles.
- Oil filter, gasoline filter and crankcase ventilating system insure maximum engine efficiency.
- Fuel pump insures constant, adequate flow of gasoline, regardless of speed or grade.
- Thermostatically controlled cooling system retards flow of water until motor has reached precisely correct temperature for highest operating efficiency.
- Double-drop frame of new, compound Bange design—far costlier but sturdier, safer and permitting graceful lowness of body lines.
- Hardware of soft silver finish, further beautified by an artistic design.
- Full-cision, full-ventilating bodies of steel over hardwood foundation—the accepted fine-car coachcraft.
- One-piece steel core safety steering wheel.
- Adjustable steering wheel and front seat.
- Amplified-action 4-wheel brakes which stop the Dictator in half the distance accepted as standard.
- Tarnish-proof chromium plating over nickel on all exterior brightwork.
- Coincidental lock to ignition and steering.
- The Dictator may be driven 40 miles per hour the day it is delivered—the result of advanced engineering, precision workmanship and careful inspection.

59 Studebaker and Erskine Models—\$1095 to \$3395  
at Walkerville—pat' usas extra

## A. G. GARON

82 Lindsay St. Drummondville, Que. Phone: 278

### THE FAVOURITE THAT ALWAYS WINS

"Will you watch her go?" says my friend John, As we yelled "They're off" and the race was on, But his was only an idle boast, For John's cayuse was left at the post.

But mine shot away in a cloud of dust, I hate to tell you but 'pose I must, He started running the opposite way And bang went another full week's pay

## Dow Old Stock Ale

fully matured

# STANDARD of STRENGTH and QUALITY

And so our troubles were soon forgot In a round of Dow which is best of the lot Boys, you can't go wrong if you play this hunch DOW OLD STOCK ALE is first of the bunch.

But Bill's nag came in a burst of speed To win in a walk, a mile in the lead, And later, of course, old Bill played host To the rest of the gang who had played and lost.

And coupled to silence, a host of tested, proven features, including the Cold Keeper for quick freezing of desserts, new flexible rubber trays for quick ejection of ice cubes, and automatic operation.

Enjoy the advantage of Kelvinator at once on your attractive Deferred Payment Plan.

There are Kelvinator installations for every Commercial purpose.

## Southern Canada Power Company, Ltd

"Owned by those it serves".

## SPORT NEWS

### AIN STOPPED GAME HERE IN 3RD INNING, SUNDAY

bien-Copeland team the victor. — Score of 1 to 0 in favor of D'ville. — New third baseman.

AT SHERBROOKE NEXT

A pouring rain that persisted put end to a game that promised to be very interesting, here, Sunday afternoon, between the local team of the Fabien-Copeland Club, from Montréal. The end came at the third inning when the score, favoring the locals, was 1 to 0. Albert Coriveau reached the Home base on a hit by D'villers, who was out at first on a sacrifice bunt. This new acquisition strengthened the local team considerably, as Lemoine is a very fine picker in the field. The D'ville boys will play at Sherbrooke, Sunday next, against St. Roch team.

### Notre-Dame Here Sunday

The Notre-Dame base-ball team, of Sherbrooke, will play on the diamond, Sunday, against the local team. Both squads are about the same strength, and the game promises to be interesting and good crowd is expected to witness it.

### P.C.A. Will Investigate Cases in E. T.

wo Melbourn Farmers Ordered to Destroy Unfit Horses or Be Defendants in Court Action.—Check-Up Being Made in District.

COOPERATION

A close check up is being made the Eastern Townships by the officers of the Canadian Society for the Prevention of Cruelty of Animals in an effort to mitigate the suffering of dumb animals.

Two complaints were received at the office of the Society that two owners in the vicinity of Melbourn were working horses that were unfit condition and, acting on its information, Inspector Williams and Mr. J. R. Innes, secretary, did a thorough investigation of the facts. It was discovered that six animals were in very poor shape and the owners were given the alternative of having them humanely destroyed or going to court. The two men chose the former and the horses were disposed of by the S. P. C. A. officers.

The officers of the Society in their efforts to mitigate the suffering of animals and to lessen the cruelty of the owners, are continuing their work in the vicinity of Melbourn. Information has been received from the headquarters of the Society in Montreal that if reports of abuse of cruelty to animals are reported investigations will be at once carried out with the view of remedying the matter. In his connection all residents of the district are asked to co-operate and inform the society of any such cases.

### Bandit's Family Shocked By News

Hamilton Holdup Man Was Owner of Prosperous Farm.

Aldershot, Ont., — The family relatives of Charles Lang, slain in the attempt to rob a Hamilton bank, were astounded yesterday when they heard that identification had been made. Lang, the descendant of United Empire Loyalists who received land at Clappison's Jorners about 1786, was the owner of a prosperous farm in the district in which his father and brothers own several garden tracts.

Although his parents and wife were informed of the affair, his wife stated that she could not realize that her husband had committed the crime. "He could not have seen himself, I am sure," said Mrs. Lang, "for he had a happy-go-lucky disposition and was always inclined to take things easy rather than wish harm to any one. Something must have happened to him to change him so suddenly."

Her husband had no pressing payments to meet on his farm, as far as she knew. He did not drink rum liquor, and did not read crime novels, she said.

George B. Long, 70, and the fa-

### "For Madmen Only"

The fact that more than 50,000 copies were printed of "Steppenwolf", a novel by Herman Hesse, which bears the subtitle "For Madmen Only," seems of sinister significance to Horace Throgood, reviewing an English translation of the book in the London Evening Standard. Herr Hesse's book, explains Mr. Throgood, departs boldly from the conventions of the normal novel. It reflects a certain current in the intellectual life of Germany that is altogether too neurotic. There is a need for abiding happiness, the English critic warns, of such neurotic literature.

"We are not too sane ourselves," he explains. "Throgood, departs boldly from the conventions of the normal novel. It reflects a certain current in the intellectual life of Germany that is altogether too neurotic. There is a need for abiding happiness, the English critic warns, of such neurotic literature."

"He had a dimension too many," and the emergency exit of suicide continually beckoned him.

"One evening, trudging the wet streets, he sees a strange door in a familiar wall, over which flickers for a moment the legend, "Magic Theater: Entrance Not for Every body: For Madmen Only..." The reader needs to be more than a little mad himself to follow the marvellous flights of the last section of the book, in this Magic Theater "for madmen only."

### LOTS FOR SALE

Residential lots for sale in the city of Drummondville, and most especially on the famous Celene avenue and on the Mercure boulevard, facing the St. Francis River. Ideal sites for private residences and flats.

All the city conveniences. The widest streets in town, 66 feet. Center of the manufacturing district. Very nice beach lots at the nicest spot near the river.

Easy terms. Special prices for immediate construction. We are at your disposal day and night for all supplementary information.

CALL AT THE OFFICE OF

## A. MERCURE & FILS

LIMITED

By Mercure, corner of Celene Ave.

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### COOPERATION

## Brave Airman Sets Canadian Altitude Mark

Capt. J. D. Parkinson rises to height of 20,000 feet. — Finds little trouble. — Over Carticville.

Montreal. — Little difficulty was experienced Sunday by Captain J. D. Parkinson, special pilot of the Curtiss-Reid Flying Services, Limited, in establishing an official altitude record for Canada of 20,000 feet, which was accomplished under favorable weather conditions in a Curtiss Robin cabin monoplane, powered with a 170-horsepower Challenger motor. He carried a sealed barograph, brought from Ottawa by Stuart Graham, Inspector of Civil Aviation, who calibrated and set the instrument at the Curtiss-Reid Airport, from which the record-breaking flight was made.

When he descended from a height of nearly 20,000 miles, Captain Parkinson said that he had never felt uncomfortable, although he wore nothing more than a heavy flying coat over his ordinary clothing. The windows of his cabin machine remained open throughout the flight, and he had no need to don either helmet, goggles or gloves, although the temperature at his maximum altitude was exactly zero Fahrenheit, as recorded on a thermometer carried outside the cabin.

Captain Parkinson set out to reach a height of 19,000 feet, but this pass the 18,000-foot mark set within the last year by Captain Leigh Coprol, of the de Havilland general and jivial disposition and as far as I could see he was not worried over anything.

His father stated that Long was in trouble before he had a medical certificate as the dead man kept what his financial matters to himself. He could not think of his son ever having any domestic trouble. Asked if there had been any traces of insanity in the family he recalled that an aunt of Charles Long had gone out of her mind.

Some of Long's acquaintances said that he had attended the Hamilton races and that he may have attempted the bank robbery in an effort to recoup himself for gambling losses.

### CLASSIFIED ADS

Office in "La Parole" Bldg. Corner Heriot and Des Peres streets, 101st Watered, all comforts. Call at "La Parole".

OFFICE HOURS: 9 A. M. to 9 P. M.

## Dr. V. J. HUDON

Dentist  
Drummondville - Que.  
Office: Gaidieux Drug Store  
26-5-12-19

### CANADIAN PACIFIC

Across Canada to The Pacific Coast.

Dean Laird of MacDonald College P. Q.

21 days.

LEAVE TORONTO JULY 22nd. RETURN AUGUST 12th. Return fare lower berth \$345.00

Apply to R. D. FARLEY, agent, Dr. P. E. GINGRAS, D. P. A. Montreal.

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## Helen Wills Wins Third Big Victory

World Champion gains third straight Wimbledon title, 6-1, 6-2, over Miss Jacobs.

Wimbledon. — Conquering Miss Helen Jacobs by scores of 6-1, 6-2, in Wimbledon's first all-American final in women's singles, Miss Helen Wills won her third straight Wimbledon title today over Miss "Bookie" Heine and N. G. Farquharson, of South Africa, 6-8, 6-2, 6-3.

In the final for the title tomorrow, the strong British pair meet Helen Wills and her American partner, Frank Hunter. The United States couple won their semi-final match today over Miss "Bookie" Heine and N. G. Farquharson, of South Africa, 6-8, 6-2, 6-3.

In the day's only final match it was Miss Wills all the way after the opening game which Miss Jacobs took on her strong service. The bare game score fails to reveal the prolonged rallies that featured the match. Miss Jacobs' defeat was by no means a matter of minutes as other girls' contests with Miss Wills. For an hour the shorter and stockier Helen stayed of defeat and during five of the seven games of the first set, she gave the champion a rare battle.

Winning the first game, Miss Jacobs dropped the next two quickly, but the next four were long advantage affairs. Back and forth across the net the girls hammered

### Crack at U. S.

The Arbeiter Zeitung (Austrian socialist daily) believes the U. S. has evil plans about Mexico, and says so in the following editorial article.

"The armed forces of the United States which have been concentrated at the Mexican border, ostensibly to prevent the war from overflowing into American territory, are actually out of all proportion in number to the weak, shattered remains of the Mexican Clerical Army. Thus it is not improbable that the American Government will use such border encounters as that of Naco as a pretext to enter Mexico and to take possession, temporarily or permanently, of Mexican oil in order to increase the influence of the dollar in Central America. Such a policy would be directly in line with Hoover's plans, which envisage the conquest of the American Continent. It will be made to appear as if the American government were helping the Mexicans; but experience has shown that, though it is very easy to summon American soldiers to a South or Central American country, it is very difficult to induce them to take their departure."

You can tell those who inherited their money. They don't show friends their gorgeous bathroom.

You must expect the under-world to be on top when the higher-ups are low-down.

### D'j'ever ?

D'J'EVER PICK UP THE PAPER AND READ A D'J'EVER. YOU COULD WRITE A BETTER ONE THAN THAT WITH YOUR OWN BEGIN TO THINK YOU'RE OUT YOUR PENCIL AND

D'J'EVER TRY BLACK HORSE? — IT'S A REAL INSPIRATION.

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the ball, Miss Wills, with the precision of artillery fire, pounding first one, and then the other corner of Miss Jacobs' court. Her courageous opponent raced after the ball, and made beautiful returns, but the physical demand was too great and after a dozen perfect forehand and backhand drives she would fall into error, and hit the ball down into the net, drive it beyond the base line or pop it into the air where Miss Wills always alert, was ready to smash it for a sure point winner.

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"The armed forces of the United States which have been concentrated at the Mexican border

# LOCAL PERSONAL NEWS

Mr. J. Charles Eddy was in town last week-end from the city of Woonsocket, R.I., and returned in time to see his first Fourth of July in the big country south of us. Mr. Eddy returned with his wife and two daughters to make their permanent home in the States.

Mr. and Mrs. Harry Haworth, Miss Lina Rheame and Mr. Fernand Chatelet were recently in Waterloo and Valleyfield.

Mr. Gall and Mrs. Gall, of Paterson, N. J., have been spending a pleasant time in Drummondville as guests of their son Mr. W. S. Gall and his wife, at their beautiful villa on Heriot St. north.

Mr. Wood, of Cumberland, Maryland, and of the New York office of the American Cellulose Corporation, was visiting Drummondville last week. Mr. C. F. Beran, consulting engineer, of the same company, was in town visiting the local plant with Mr. Sperling, factory manager.

Miss Margot Farmer, of Lindsay St., is having a long holiday with relatives at Ville Emard and Montreal.

Miss Cecile Brind'Amour, employee at the Stock Exchange, Montreal, was visiting her relatives here, last week.

Mr. Jos. Corbeil, C. N. R., employee, was in Montreal, recently, with his wife and children.

Mr. Bower, of the golf links, left last week to spend a holiday in Gaspé with Canadian friends. In his auto, he had as companions on his trip, the Rev. I. N. Kerr, M. A., and Mrs. Kerr. Many years ago Mr. Kerr was in that country as an Anglican Missionary, also being the Protestant School Inspector there.

Rev. Father G. Coulombe, of Montreal, is visiting his relatives in Drummondville.

Mr. A. H. Demers, C. N. R., station agent at Lisgar, visited his brother here, Mr. P. E. Demers, building contractor, last week. M. Demers had then just arrived from South Dakota where he was for several weeks the guest of his brother, M. Joseph Demers, who lives there since the past four years.

Mr. Horsfield, chemist, has left town for a trip to England, his home and family being in the busy town of Dewsbury, county of

Yorkshire. He will return on the "Doric" and expects to be in his laboratory, at the beginning of August. His friends of St. George's Club, the Celanese Sports Club and the Celanese plant wish him Bon Voyage and a safe return.

Messrs. George English, of St. Hyacinthe; Louis Auger, of Paterson, N.J., and Robert Augstadt, of the same city, were in town over the Dominion Day holiday. With Mr. Walter Wieland and Mrs. Wieland and Mr. Wm. S. Gall and Mrs. Gall they attended the dance in the Manoir Hotel.

Last week Mr. and Mrs. Vohwinkel entertained Dr. G. Peltzer and Mrs. Peltzer, of Montreal, formerly of Wilmersdorf, Germany.

Mr. A. Cowie, of Montreal, formerly of this town, was recently the guest of Mr. A. Aucliffe.

Mr. G. L. Bockus, formerly of the Celanese here, was in town, last week, on a business purpose.

Mrs. F. C. Christman and Miss Elizabeth Christman have gone to Pennsylvania points for a holiday of some weeks.

Miss Catherine Hebert and Mr. Wm. Hebert, of Ste. Clotilde, are visiting Mr. and Mrs. Frank Crook, Heriot St.

Mrs. Stewart Owen, and her two young daughters, from Montreal, spent two weeks at Mr. Stubbs, of the Bank of Commerce.

Messrs. Lucien Côté, Lucien Champagne, Albert Corriveau and Victor have left for a trip to Montreal, this morning.

A number of Boys Scouts from St. George's Church of this town chaperoned by Mr. L. E. Doull, Lindsay St., armed with tents, bedding, cats and weapons in case the bears should intrude, journeyed about a mile on the other side of the river last Friday afternoon to camp.

Although the weatherman forecasted fine weather for them in the evening he favored them with a shower in the night, but the Boys tell us they didn't get wet, they said the mosquitos wouldnt let them sleet.

The Boys returned home Saturday morning reporting a wonderful time, only one regret they had and that was their appetites were greater than what they were prepared for.

## Hints for Holiday Makers Given Out

### "Don'ts" and "Do's" Contained in Bulletin of Health

Brunettes tan better than blondes. In fact, some blondes can't acquire a coat of tan at all—a sad blow for many, since a tanned complexion has become so fashionable that drug-stores now sell it in bottles.

According to a special "holiday bulletin" issued by the Canadian Social Hygiene Council, in co-operation with the Department of Public Health of Toronto, there are a number of "don'ts" and "do's" which the holidaying city or town-dweller should observe, if his constitution is to stand the strain of the summer rest-period.

Don't scratch mosquito bites, don't pick poison ivy, watch your milk and water supplies and get plenty of sun but not too much at once, are some of the admonitions. And here is an emergency medical kit that everyone is advised to pack in the suit-case:

Three or four bandages, 2 or 3 inches wide; 1/4 pound of sterilized gauze; 1 ounce of absorbent cotton; 1 or 2 ounces of tincture of iodine; 1 small roll of adhesive plaster about 1 inch wide; 1 ounce of boric acid; 1 or 2 ounces of bicarbonate of soda; a hot water bottle; 2 ounces of aromatic spirits of ammonia.

The last item is important in the event of a collapse," the bulletin advises. "From one-half to a teaspoonful of aromatic spirits of ammonia in a wine-glass of water acts more promptly than whiskey or brandy. It is one of the best stimulants we have." Cuts or bruises should be washed with soap and water and carefully painted with tincture of iodine. Splinters should be removed with a needle sterilized by being held for a few minutes in boiling water, and the injured place treated with iodine. Poison ivy irritation should be treated with the juice of the jewel weed, a plant growing two to four feet high, in marshy places, and possessing a juicy, semitranslucent stem, and with orange-colored flowers with brown spots. Either strong laundry soap, or fresh lime-water is a good substitute.

HALF AN HOUR ENOUGH  
Avoid being overly zealous in your efforts to get sunburned. Half an hour at a time is quite as long as any part of the body, not accustomed to exposure, should be subjected to the strong rays of the sun, for the first few days; then it will be quite safe to increase the time

to an hour, and after a fairly good coat of tan has been developed you are well protected against the dangers of sunburn. If you do not take these precautions your holiday may be spoiled—painfully.

Furthermore, recent revelations as regards the therapeutic value of the chemical rays of the sun have been such as to make one feel that it would be difficult to over-estimate their importance. Therefore, we recommend for small children the sun suits which can be obtained in any of our stores. These suits only protect the hips and upper parts of the thighs and leave the balance of the body exposed to the sun's rays.

It is well to bear in mind that in order to get the therapeutic benefits it is not absolutely necessary that you be exposed to the direct rays of the sun—there is the sky shine or reflected rays from the sky and clouds. On a clear day you may lie or sit on the shady side of the house, with the blue dome above you, and get from one-third to one-half of the benefits of the rays of the sun that you would get by exposing yourself directly to them.

## ANTI-MOSQUITOES

For mosquitoes, three things should be remembered—netting, liquid ammonia, and coal oil. The netting shuts them out, the liquid ammonia, applied promptly to a bite, frequently neutralizes the poison and prevents subsequent itching, and the coal oil, put in very small quantities on top of water in rain-barrels, little ponds, etc., prevent the mosquito larvae from developing into mosquitoes. Furthermore, certain aromatic preparations such as spirits of camphor, menthol and oil of citronella, may be applied to exposed parts of the body to keep these pests away.

Insist that your food be protected from the filthy, disease-spreading house-fly. And do not be on the go all the time during your holiday. Take some reading matter with you and spend part of the day, particularly in the middle of the day, in the shade of the trees, in your hammock, or in an easy chair, or lying on a rug on the ground. Do not dance every night during your holiday and expect to come home rested and refreshed for the balance of the year.

## Artificial Island

The first artificial island for Atlantic fliers is being built to the order of an influential syndicate, which proposes to operate an air mail between America and Europe. It has been designed by a group of leading engineers, and it will be placed some hundreds of miles from the coast in order to test the efficiency of a new system of deep sea mooring. The top of the "island" is flexible, and it is claimed that it can safely ride through the roughest weather. If the experiment is successful it is proposed to place one of these islands every few hundred miles between the United States and the west coast of Ireland. At first they will be manned merely by a small working crew sufficient in number to refuel with petrol and oil the mail-carrying aircraft which call at them. Later, when the passenger machines begin to use the ocean route, it is proposed to adopt a much larger type of floating station with waiting rooms, a restaurant, and sleeping accommodation for Transatlantic aerial passengers.

## "LITTLE HELPS"

### THE MAIL ORDER MENACE

It is fully admitted by many business men in towns and villages, that if mail orders encroach as persistently during the next few years as present activities and their increased advertising coverage in these districts indicate, a new system of merchandising will have been evolved in suburban communities.

Under present conditions the merchandiser in the community centres is faced with the problem of extending credit to his community for various amounts, invariably large, for indefinite periods, while the cash sales, and cash which should be clearing off his book accounts, drift cityward via the mail order. For many reasons such a condition cannot long exist. The business man operating on the credit plan will eventually, be compelled to abolish credit entirely, and with this encumbrance removed enter competition in the "sell-for-cash" market, where he has at least an even break with all competitors in getting the cash with the sale.

Total elimination of the credit system in any community would mean hardship for a time, but as mutual trust and loyal support are essential to the credit system, the spending of money, to any extent, out of the community is bound to tend toward its destruction.

The privilege of spending a dollar where its purchasing power is greatest, even if such saving is only in the mind of the spender, is a right which cannot be denied anyone.

While a local purveyor of some commodity bemoans the inroads which "buying-out-of-town" has made in his receipts, he will yet place an order with an out-of-town solicitor for an article which he could procure right at home. True, he possibly saves 10 cents on his dollar, but so do his customers who buy out of town—and so the cycle of out-of-town buying goes on toward completion.

None of us are free from its effects: Twelve solicitors from city printeries canvass the town of Drummondville regularly in addition to clothing and grocery travellers, who carry printing as a side line—and apparently they all get business. And this is true in spite of the fact that a phone call will bring a representative from the local printer, with suggestions and estimates, stock, type and ink samples and layouts if desired.

THINK OF "LA PAROLE" THE NEXT TIME A SOLICITOR SAYS PRINTING.

"LA PAROLE" LIMITED

Is Your Local Printer

# Winning Numbers

of the

## Special Show Week Drawing

of

# Kelly-Wilder Motors Limited

Lindsay, St. Francis and Brock Streets

Mrs J. C. Duchesne wins first prize, \$200.00 credit note on any "65", "75" or "80" Imperial Chrysler Models.

Miss Laura Paranteau wins second prize, \$100.00 credit note on any Plymouth Models.

Do Not Forget That  
Third Period Credits  
END WEDNESDAY NIGHT, JULY 16th  
In The SPOKESMAN  
Circulation Campaign

# \$1 775.00

VALUE  
FIRST  
PRIZE

# Does That Mean Anything To You?

Members of THE SPOKESMAN Circulation Campaign who value their chances of getting a real prize out of this campaign will make the minutes count from now on, and especially so until Wednesday July 16th at midnight, when credits take a drop in earning power. THE SPOKESMAN has preached initiative from the start, few have really improved their spare time; but the time for the the discard of the drones has come, and the real workers will display their wares from now on, with decided dollar values on every minute and hour. To the one securing the best results goes a prize which most of us dream of, and few realize. Yet some worker listed today will get that Buick Sedan Valued at \$1,775. Will it be you? That is entirely up to YOU, not us. Real value is represented in our prize list, and wasted time now might mean the loss of the prize you most desire.

# YOUR TIME NOW IS VERY PRECIOUS

50,000 EXTRA VOTES With Every Club of \$20.00 Turned In  
40,000 EXTRA VOTES With Each New Yearly Subscription Turned In During the Second Period

## IT'S THE FINAL BURST OF SPEED THAT WINS

Rushing through the last days in a final effort for supremacy members are racing swiftly and determinedly toward the goal where two fine automobiles and many other prizes worth over \$5,000 await. Through this entire section the electrifying news has gone forth that the golden horn of plenty is about to deliver up its treasures, and the members, friends of members, fathers, husbands, brothers and sweethearts are bending every effort to the end that their favorite may be returned the victor.

# From Now Until The Finish Is The Time When 100% Efficiency Counts