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

L. III - No. 11

DRUMMONDVILLE, SEPTEMBER 9, 1930

PRICE FIVE CENTS

CHANGES FORECAST IN SPEECH FROM

rnor-General, in Message to Members of Senate and Commons, Comments on Economic Conditions Leading to Special Session — Unusual Brevity Featured Province of Quebec and Eastern Townships Receive Their Address, Only Three Paragraphs and Four Sentences Being Required to Outline Many Changes to Tariff.

GEORGE BLACK, SPEAKER

Brevity characterized the Speech from the Throne which was tred by His Excellency the Governor-General in opening Parlia- the forest and woods in anticipation true aspect in the minds of most yesterday afternoon. Exceptional economic conditions and un-yyment were given as the reasons for summoning Parliament. The Day sounding a finishing knell to makes specific mention of only two measures which are to be the summer resorts and touring, the er journey to the Dominion in nted to Parliament. There are to be amendments to the customs advent of visitors is not so marked search of game. The Province of and to the custom tariff, and the view is expressed that these will and has decreased considerably Quebec and the Eastern Townships from the large influx which made annually receive their share of vinly three paragraphs in the Speech and four sentences. The the Eastern Townships the mecca sitors who are attracted by the

p Forable Members of the Senate.

mbers of the House of Commons:

'It affords me great satisfaction to be associated with you in the e, Otant duties upon which you are about to enter at this first session seventeenth Parliament of Canada.

The necessity for dealing with exceptional economic conditions however, the advent of fall is hail- Townships offer facilities which the resultant unemployment has induced me to summon you at an ed with joy. To the hunter, this may not be found in other places. t. fr date than would otherwise be necessary. Measures will be tted for your consideration, including amendments to the Customs visions of unbounded pleasure. cial centres, the sportsman who nd the customs tariff which it is anticipated will do much to meet thusual conditions which now prevail.

orable Members of the Senate. mbers of the House of Commons:

pt In inviting your careful consideration of the important matters treaded in search of daily susten- where he may be able to transact will engage your attention, I pray that divine providence may Ser and bless your deliberation.'

SPEAKER ELECTED

es, noon yesterday—an unusual lency the Governor-General occur-Ag-the House convened and res- red at 8 o'clock in the afternoon. to the Senate they were ad- character which tradition dictates. that when that have elected a His Excellency used the state er it will be His Excellency's coach with mounted riders - conare to acquint them of the veyance not suited to the rigors of is for convening Parliament. winter - when the limousine is r this George Black, M. P. resorted to. There was the custom-Yukon was elected Speaker. ary guard of honor from the Go-THE is proposed by the Prime Mi- vernor-General Foot Guards regia few remarks emphasiz- ment, a cavalry escort with burn-

NG s fitness for the position in ished helmets glistening in the sun compliment the Opposition light, and an artillery salute. agreed. In the customary At the main entrance. His Exla, the new Speaker acknow- cellency was greeted by his staff I the honor and asked for the of aides-de-camp who preceded him ration of the House in the to the chamber where he was met rmance of his duties. by the new Prime Minister, wear-

s essential complied with, ing a Windsor uniform.

Cormal opening by His Excel
(Continued on page 1)

Annual Share of Sportsmen in Search of Elusive Game-Several Have Registered Here, Last Week.

HUNTER'S PARADISE

popular resorts aend waterways are the country. deserted of their holiday seekers. A veritable hunter's paradise, the

wonderful outdoor pastime affords. outing. It lacked nothing of the colorful

HUNTING FACILITIES Canada, formerly popularly ima-

ration's Showing.

POWER CORPORATION OF CANADA

S. CANADA POWER CO.

With cool weather ushering in | gined as a land of continual ice and the beautiful month of September, snow by some of its southerly the mind of the sportsman turns to neighbors, has now assumed its of its travels, this summer. The hunting facilities and boundless trees are shedding their brilliant variety of every kind of game coats of verdure and already the which may be found in this part of

To one class of pleasure seekers, eleven counties of the Eastern season of the year brings with it Close to railways and to commer-Shotguns are dug out from amongst does his hunting around this vicithe summer debris and oiled ready nity, may keep in touch with the for the chase of elusive game. outside world and, if occasion arise, Where the primitive Indian open a short journey will bring him for the chase of elusive game. Where the primitive Indian once a short journey will bring him ance, the modern hunter still roams the necessary business with the for the unlimited sport which this loss of only a few hours from his

Rivers on which the redskin natives | Rules and regulations are laid rode in pursuit of their enemies down annually by the Federal and Residents of Stanstead Counnow are disturbed by the stealthy Provincial departments under whopadding of the sportsman as he se category fall there matters but follows the dim trail outlined by his the commandments are not stringent and meet with the wholehearted approval of the true sportsman.

ANDREE RELICS ARE READY FOR SHIPPING

Tromsoe, Norway. — Wrapping up the relics of Andree expedi-tion, found on White Island, was begun yesterday so the treasures would be ready to carry aboard the Swedish warship Svenskund when it arrives here.

Some of the relics suggested a dramatic picture of the explorers' wanderings in the deserts of ice. One is a ball of rolled-up thread with fishooks made from pins attached at intervals. The spring balance scale carried by the party was almost in good enough condi-

In a camera a roll of film was found. This was removed and packed separately. Packed among the instruments was a dish containing scraps of food. One of the two sledges found was empty. On the other, which had been drawn up from the shore, was a canvas boat in which most of the objects mentioned in the forego-

To Discuss **New Highway**

About by New Sherbrooke — Stanstead Highway. of his home to the pavement below

CONSTRUCTION

PRESENTS RECORD STATEMENT Corporation Continues Its Consistent Growth — Earnings at Sherbrooke, Friday, to discuss pavement. Steadily Mounting From Year to Year is Shown in the matter, and to try and reach Annual Comparisons — Stability of Hydro-Electric some logical and fair understand-Utility Investments Strikingly Indicated by Corpoling with the Provincial Govern-

Stanstead, had arranged to have ors were appointed, was held here, Brome Fair Was Mr. Pigeon, attorney for the De- Thursday. The ability of a large percentage of hydro-electric public utility corsuccess and growth of the earning the Province of Quebec, present at Sherbrooke, was elected president

lines of enterprise has been one of the management, shows by companication with the new road, which is while Mr. Sidney Stevens, of Stanthe outstanding incidents of the rison with preceding years that it under construction. The present stead, was appointed secretary. current year in the financial world. is not suffering to any marked ex-The basis of a great deal of the tent from the general recession in widened to sixty-six feet, and as a Massawippi Valley Railway compopularity with investors in that business. This speaks well for the consequence, a fairly wide slice of pany, that were appointed at the class of securities has been that success of the companies in which land is needed on both sides of the recent meeting, comprises Messrs.

It will be seen from the annual Friday. As a result, the latter agreed to send new engineers and

Town Council

The Town Council will hold its dow of Ex-Mayor David regular semi-monthly meeting, to-Hebert — One of Oldest night, and several questions are said to be on the tapis for discussion. It is likely that the annual valuaweeks, commencing at Coa- of expenditure for 1931, the setting in by a coroner's jury, under Dr. of citizens in all walks of life, paid will be submitted for approval, to-

Your Name On?

ling territory also being serthree score of men out of work and when, on Monday, September 1, Meagher, was the widow of Mr. ring the provincial electoral lists, Municipal Secretary-Treasurer There will be a three-hour that prospects for employment durat each place, two points being the winter are not bright. The ing the winter are not bright. The one mile from Brome, entered the mondville, her native town of which large number of citizens qualified prved each day, with morning Mayor stated that he had in mind hotel in Brome and in a friendly she was all her life a very much esto vote do not appear on the official lists. They have till the 15th The funeral service took place day of September to give their with them and to see if they would and to see if they would er. Davis turned around and gave in St. Frederic Church, at 10 names to Mr. Marier. After that pletely destroyed. sessions at two sharp, stand- authorize the council to begin pu- Delaire a shove which sent the o'clock, among a numerous gather- date they can be listed, but with the pletely destroyed.

The fire was fire that pletely destroyed. blic works which will be required latter down a pair of stairs. Landing of mourners. Mass was said much more difficulty, so now is the

Hit by Auto J. Daviau, 19, was bicycling

of the funeral rites. The inter- Chrysler car, driven by a young ment took place in the local Catho- lady from D'ville, hit him. The Church will meet at the Church, here have begun, yesterday, to pay ment of cleanliness. The authoriyoung man was conveyed to the Lindsay street, Thursday afternoon, their annual visit to their parish- ties have promised to see to it that The honorary bearers were St. Croix Hospital where his injur- this week, at 3 o'clock. All the ioners and, at the same time, to the latter is better observed in fu-

PROVINCIAL AFGHAN TRIBESMEN

AGAIN GATHERING

Simla, India. — While India digested the demands of Mahatma Gandhi for peace in India and the probable consequence of their rejection by Viceroy Lord Irwin, serious menace was renewed again yerterday on the northwest frontier where Afghan tribesmen were gathering in the Peiwar area for

gathering in the Pelwar area for a probable renewal of warfare. The Mahatma put a definite conclusion to considerations of termination of civil resistance by congress volunteers with his de-mands for a complete national Government in India responsible only to India, with the right of secession from the British Empire when desired.

The congress leader asked not only for absolute self-rule but for control of defences and of the economic phases of such a Government and the right of appeal from British claims to an inde-pendent tribunal, as well as the release of political prisoners.

E. T. NEWS OF INTEREST

NARROW ESCAPE

Rock Island. - The infant boy of Mr. O. Poisson, resident of this ty Held Meeting to Dis- town, had a very narrow escape cuss Problems Brought from serious and perhaps fatal, injury Thursday afternoon, when he felt from the top-storey window

The child experienced a miraculous escape when he struck the awn-Strong in their protest at the ing, which was opened over the action taken by the Department of store beneath the window from Roads, in connection with the wid- which he fell. The awning broke ning of the Sherbrooke-Stanstead his fall, and be sustained nothing Highway, a delegation of residents more than a bad shaking up and from the County of Stanstead met minor injuries when he struck the

DIRECTORS APPOINTED Rock Island. — The annual meeting of the shareholders of the Massawipi Valley Railway Compa-Mr. A. J. Bisonette, M.L.A., for ny, at which the different direct-

porations to maintain their proposer of Power Corporation of the meeting and ready to meet the gress in earning power during a Canada, Limited, which has just is arguments put forward by the farperiod of business reaction when recessions instead of gains in pro
cal year ended June 30 last. A lt would seem that several mis
of St. Johnsbury, Vt., was named It would seem that several mis- of St. Johnsbury, Vt., was named Directors of Brome County fits have been the rule in most study of the figures presented by understanding have arisen in con- treasurer for the ensuing year,

Walter H. Lynch of Sherbrooke,

SCOUTS AT CAMP partment is willing to pay for any "Willingdon Lodge" Owing to the damage which the new highway somewhat sudden decision to hold well along into the afternoon. my cause to farms along its route camp, arrangements were hurried Late Mrs. Hebert and every case will be thoroughly and no tents being available, only the Scouts were allowed to particiefforts of Mr. R. A. Donovan, a French Canadians, etc. member of the Troop Committee.

ner, president of the association specials. and Scoutmaster W. N. Reakes, tub of ice cream

BARN BURNT DOWN Lennoxville. - A large barn, the property of Mr. Cunningham, formerly owned by Mr. H. R. Bassett. of Lennoxville, was the prey to ra-

The fire was first noticed at the

United Church

ELECTORAL LIST OPEN HERE Law Governing Preparation of Same - Those Eligible to Inscription - Complaints Heard From

Sept. 15 to Oct. 1. LATER REVISIONS

exception of Montreal, Quebec, lars per month. Hull, Three Rivers, Sherbrooke and Valleyfield. These places have special charters governing their electoral rights. The following information will help in controling the placing of only properindividuals on the lists. In it is included the law governing the preparation of the electoral lists.

THOSE ELIGIBLE

All persons of the male sex, British subjects, not affected by any legal disqualification, having their domicile within the limits of the municipality on September 15, ves. have the right to vote and may be registered, without necessarily being on the assesment role, as fol-

ther; (3) Priests, rectors, vicars,

Provincial electoral lists are now | dollars; (6) Annuitants; (7) Perpen in Drummondville and Drum- sons who receive, by any title whatnond County, and in practically soever, in money or in kind, an avall parts of the province, with the erage revenue of at least ten dol-

(Art. 9 and following.)

A person may complete the necessary qualifications for the vote, by adding to those he has in his domicile others which he may have in some other municipality of the

Judges of the Supreme Court, of the Exchequer Court, the Court of King's Bench, the Superior and the Circuit Courts, judges of Sessions and police magistrates, and recorders, have no right to vote. nor have Indians or individuals of Indian blood, domiciled on reser-

REVISION LATER

The electoral lists are prepared by the municipal secretary-treasur-(1) Proprietors, occupants and ers, from September 1 to 15, when tenants of properties carried on the it is deposited in their offices and assessment role, without regard to public notice given of the fact. The the value of such properties; (2) revision takes place between Sep-Sons of such proprietor, occupant tember 15 and October 1, when or tenant, domiciled with their mo- complaints or petitions can be presented in writing, for the amendmissionaries and ministers of any ment of the lists, either for adding religion; (4) Teachers, professors, or striking out of names, the reaprincipals of educational institut- sons for such modification being ions and members of teaching con- given by the petitioners. In the gregations; (5) Navigators who are case of a petition thus made, the owners of a registered ship or of a musicipal council fixes a date for share therein, and fishermen who a hearing, with notice to the public are owners of boats, nets, seines and the interested parties. If there and fishing tackle which together are no complaints, the list comes are of the value of at least fifty into force on October 1.

INTERESTING FACTS ON MARCONI BEAM WIRELESS STATION HERE

Well Attended All Three Days

Agricultural Association tendance This Year. -

SPECIAL PRIZES

Brome. - Thursday was the big land. Over of dozen farmers along the J. H. Walsh, of Sherbrooke, Grant day of the Brome County Fair and highway are dissatisfied with the Hall, of Montreal, Jay J. Turner, the last of the three-days' meeting. almost the same relation to ordinaamount accorded them by the gov- of Beebe, Que., H. E. Folsom, of When the gate receipts were check- ry broadcast transmission as a priernment for indemnity, it is claim- Lyndonville, Ct., Dudley W. Da- ed up it proved one of the biggest vate telephone does to a party line. ed, and these discussed the situa- vis, of Derby Line, Vt., and Ed in the society's history. Certain it The principle of beam wireless ention at length with Mr. Pigeon ward S. French, of Boston, Mass. is that a throng occupied about ables the signal impulses to be sent every available foot of space on the out along a narrow path, in practi-Asbestos. — The First Asbestos grounds and about the buildings, ce, an arc of, perhaps 10 degrees, urveyors to the different location, Boy Scout Troop 7th annual camp With promise of fine weather, peo- and "aimed" at the distant receivwhere there is dissatisfaction, and was held at Nicolet (Richmond) ple came pouring through the gat- ing station. Only stations in the try to come to terms. The Road De- Lake, Wednesday, at their cottage es at an early hour in the forenoon direct path of the beam can interand the procession was kept on cept the signals, whereas, in ordi-

feature to Thursday's programme cles, in all directions from the the Scouts were allowed to partici- of events of the entertainment pro- transmitting station, and under sipate, despite the appeals of some gramme and was a popular feature milar atmospheric conditions staof the Wolf Cubs who enjoyed the too, for it was an excellent showing tions on all sides of the broadouting last year. Much of the suc- of the various breeds, Ayrshires, casting station can pick up the sicess of the camp was due to the Holsteins, Jerseys, Short Horns, gnals equally well. The essential

On Thursday, Mr. R. S. Gard-bert Blount won nine firsts and two aerial and placed at a distance of

paid their official visit to the Hasting & Sons won eight specials "output" of the transmitting stacamp and expressed satisfaction of and six firsts in the regular classes. tion can be concentrated in a narthe camp management under the Thos. A. Coughtry has so far row beam and the strength of the leadership of R. S. M. Barclay, won four firsts and six seconds, signals picked up at the receiving The newspaper collection fund was with his Ayrshires and Geo. Haw- station is much greater. A similar present at dinner in the form of a ley has been in the money with his reflector placed behind the receivherd of Ayrshires. of the signals still further, and (Continued on page 4)

Killed One Each

Messrs. Leo Demers and James Doyle, two well-known young citizvaging flames Saturday morning, ens, can proudly boast of their huntsmen ability, and eloquenty prove their allegations. Recently they went a'hunting, in the vicinity early hour, but by that time the of L'Avenir, and a day after were blaze had obtained considerable back to D'ville with a deer each. place, on Saturday noon, they do headway, and the building, which (Continued on page 4)

That's more than many of us can not take the trouble of picking up pieces of wramping paper and other

Taking Census

The Ladies' Aid of the United Members of the Catholic Clergy sidewalks and lawns, to the detri-Messrs. R. P. Hebert, J. D. Heies were fortunately found to be continued on page 3)

Ladies of the Congregation are cordially invited to attend.

Ladies of the Congregation are cordially invited to attend.

Inauguration Was Historic Event-Principle of New Transmission - Equipment Here Enlarged Considerably.

CANADA LEADS

In 1926, an event comparable in importance to the first successful Announced Record At- trans-oceanic transmission in 1901 took place when the new beam wireless station at Drummondville Cattle Parade, a Feature. was opened, another pioneer undertaking carried out in co-operation with the parent company in Eng-

Beam wireless transmission bears nary broadcost transmission, the The cattle parade was an added signals travel in ever-widening cirfeature of a beam-transmitting sta-In the Short Horn classes, Her- tion is a reflector, similar to the one quarter of a wave-length be-In the Ayrshire classes, H. H. hind it. By this means, the entire

For Cleanliness

The citizens whose residences are

ing aerial increases the strength

located on Berard or Heriot streets, near the Public Market, are complaining that when the farmers and other vendors leave the market pieces of wrapping paper and other thrash which, when it is windy, as last Saturday, are carried over a large area, strewing the streets,

HERE AT END OF PRESENT MONTH Pointed to Visit Exhibits Richmond Town

■IL IMPROVEMENT" TRAIN STOPS

d Consult Soil Specials -- Mr. Bois' Stateent.
FERTILIZING

wen treble production of their ion to the soil of line and fers, declares H. C. Bois, direcrural economics of the Queepartment of agriculture, in ising the active campaign now conducted for the improve-

erated during September and and Healy. er, by the Quebec department

places being Coaticook, Lenthe town.

Sile, Richmond, Victoriaville, With r

his is the first time such a has been operated in the pro-(Continued on page 4)

Water Main Burst

water main burst, in the ear-

Council Held

(Continued on page 4)

COLORFUL CEREMONY

practically to the doors of the man of the finance committee, only oints are to be visited, the and the unemployment situation in

et, Sorel, Drummondville and reported that at present there are lyacinthe, points in the sur-reported that at present there are friendly gestures proved fatal, Late Mrs. Hebert, born Eliza ng at one and afternoon meett the other. Morning sessions

the town to discuss the problem ing with other men, on the should
the funeral s in a short time, but which could be ing at the bottom, the victim hit by Rev. Mr. Manseau, assisted by best time to act.

Chimney Fire

The fire brigade answered to an again and was conveyed to the Dispurs, this morning, corner of alarm, yesterday morning, at 11 trict of Sweetsburg Hospital. Meot and Des Forges, and the o'clock, for a threatening chimney dical examination revealed that he was a miniature flood cover- fire in Mr. Berard's house, Con- was suffering from a fractured lic Cemetery. he entire intersection. A crew vent St. The firemen quickly ex- skull and on Thursday morning he en were all day at work re- tinguished the fire before it did any passed away. damage.

Regular Meet class of securities has been that success of the companies is steadiness of the growth of busi- it holds large investments. ness even in lean times, thus demmers of Quebec could double Important Discussions Fea- onstrating that apart from the nature Monthly Session and tural increase in the uses to which report that the revenue enjoyed by is one of the most stable of modern level in its history and that its po-

Plans Made for Relief of electricity is being put, the service the Corporation is at the highest Unemployment.

PUBLIC WORKS

Richmond. - Regular monthly of soil fertility on the farms on Tuesday evening, September Sweetsburg meeting of the council was held, 2nd. There were present Mayor Bois calls attention to the Ewing, Pro-Mayor Tremblay and improvement" special train to Aldermen Hill, Bouvette, Emand

Though there is much work for riculture and the Canadian the council in the immediate future 16 nal Railways. This train will owing to the absence of the chairrs facilities for free testing routine business was transacted, the samples from their farms, way being thus cleared for such of ill provide instruction on the matters as appeals against valuof increased use of lime and ation of property, the presentation will operate for a period of ing committees, making estimates

times. This is evidently one of the sition is strong throughout. It will services on which the public is not be noted that it was generous with disposed to curtail. Man Held By

Authorities Chester Davis Held Respon- Funeral Service and Intersible for Death of Edward Delaire - Will Appear Before Magistrate's Court To-day.

Sweetsburg. — A verdict of "cul-

The case is being heard to-day.

to his home but on Tuesday after-

noon he lapsed into unconsciousness

(Continued on page 2) Many Mourners **Honor Memory of**

ment Took Place Yesterday — Deceased Was Wi-

D'ville Residents. on September 15. Thirty- of the rate for the current year, Runnelis, of Granby, at the local their last respects, yesterday, to the night. court house on Saturday, against memory of late Mrs David Hebert, Chester Davis in connection with who died Thursday, at her residen-With regard to the unemploy- the death of Edward Delaire. What ce, Heriot street, aged 76 years and

held over if it were not for the un- his head on a cement square and re- Rev. Cannon Georges Melancon mained in an unconscious state for and Rev. Poirier, as deacon and an hour. He revived and returned archdeacon; at the lateral altars masses were said by Rev. Messrs. Rousseau and Traversy, vicars. A along the D'ville Richmond highfull choir sung the harmonized mass way, Friday evening, when a

The Spokesman

P.-E. Rioux, Managing Director.

SUBSCRIPTION

DRUMMONDVILLE, SEPTEMBER 9, 1930

Important Units

mple, is 48,000. It is stated in the latest report of the Pro-

After the close of Friday's session of Montreal Stock and Curb Markets, P. Agetees and M. Vézina motored to Drummondville in a big Auburn car. They arrived safely Friday evening and were staying at the residence of Mr. and Mrs. C. Halikas. We presume that their ride from Montreal and the fresh air of the country had open their appetite, as we saw those two gentlemen on Saturday will find this issue of Co Canada midst.

price to Drummondville residents of 106 per share in afti-state companies and other investments in afti-s

After seeing "the big Auburn car" in front of Mr. C. Halikas' bouse on saturday last, somebody, unknown as yet, to the police force, entered the house by an upstair window in search of material with which to pass an agreable Sunday. To their surprise they could not get anything very important for them and left with a searchlight and the wrist watch of Mr. C. Halikas, Some the next day they claim they had a very good chicken and left with a searchlight and the wrist watch of Mr. C. Halikas, So the next day they lead the wrist watch of Mr. C. Halikas, So the next day they claim they had a very good chicken and left with a searchlight and the wrist watch of Mr. C. Halikas, So the next day they have a suppression of Montreal Stoke and Curb.

Mr. and Mrs. Carl Vohnikel are again at their home on DuMoulin the home farm at Ulverton with his parents, Mr. and Mrs. Carl Southern Canada Power company, is away for his parents, Mr. and Mrs. Carl Southern Canada Power company are about to put on the seven which were open to all comers in Drummond County.

After the close of Friday's season of Montreal Stoke and Curb.

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After the

Announcing the new ATWATER KENT

RADIO

with the

Golden Voice



NEW OUICK-VISION DIAL

NEWEST and greatest of radios -Atwater Kent's latest and best! Come in and look at these new features:

most wonderful aid to easy tuning in all the years of radio.

New Tone Control. Shade the tone at will, bring out the glorious new radio. You must bass or treble as you please. You see—try—test—hear! Buy for are master of the Golden Voice! a lifetime of enjoyment.



New beauty of design and finish, blending with the furnishings of any home.

And countless other improvements. All the new New Quick-Vision Dial. things that could make radio All the stations at a glance—the better are combined in this magnificent up-to-date 1931 Atwater

First special showing here now. Come in and listen to the Golden Voice. Words can't describe this

Malcolm & Hill, Limited, Kitchener, Ont., Canadian Licensees

RADIO MERCHANDISERS LIMITED

Distributors MONTREAL, QUE.

ARMAND TOUPIN DEALER IN ELECTRICAL APPARATUS AND CONTRACTOR

SAW MAN

Exclusive Dealer for Atwater Kent Radios DRUMMONDVILLE, QUE.

THE SPOKESMAN, DRUMMONDVILLE, SEPTEMBER 9, 1930

es for the past two years follow

1930 1929 \$ 72,820 \$ 82,736 ies 18,920,222 16,526,913 30,119,964 29,504,222 440,021 793,857 43,261 55,315

D'j'ever ?

Power Corporation...

shown is the percentage earned on the common stock and this is due to the common stock and this is due to the increased volume of shares now in the hands of investors, partly through the distribution of a stock dividend.

One of the interesting features of the Power Corporation's group of investments is that the financial interests which organized and have developed it to its present satisfactory state of affluence are identical with the developers of the proposition of the pro

ical with the developers of the pro-Corporation holds a substantial interest. Their dual interest is an assurance that they will continue to have the same brand of efficient management as in the rest.

have the same brand of efficient management as in the past years and this in turn is a guarantee for the general body of shareholders.

The statement reaveals further healthy expansion in all directions achieved by the Corporation, revenues, gross earnings, and net earnings again showing substantial gains, while the halance sheet in-

gains, while the balance sheet indicates continued progress both in operation and investment activities. Earnings applicable to the outstanding common stock, at \$4.21 a share, are somewhat below the period. share, are somewhat below the per share earnings for the preceding year, but the number of shares protection as at June 30th, 1930: utstanding have, in the meantime, been increased to 445,806 from 395,557. It is a notable fact that the operating revenues showed a gain of over \$800,000, or around

A feature of the Current Statement is the more liberal policy pursued by directors in presenting the report to shareholders. In last year's report a list was submitted of 27 companies in the securities of which the bulk of the corporation's outside investments were goes much further and gives a full mmitment in each security. The

list is classified according to the rious classes of securities and nting a substantial proportion of he aggregate investments.

The profit and loss account re-84,681 which compares with \$1,-\$47,590 for the year ended June 30th, 1928. Profit on sale of securities is lower at \$918,231 as com-

pared with \$1,364,514, but gross CLASSIFIED ADS

Minimum, 25 words. Inserted six time Rate: 2 cents a word each insertion, for the price of five. NURSE

Graduate nurse desires work. Will work by the hour or by the day. TO LET

Two rooms to let in a private house. Apply at 14 Heriot street. 2-9 TO LET



shares attractive as the interest is Fire Chief Austin Lloyd accom- earnings remain higher at \$3,702, "Over 91% of these assets are the corporation's activities, presi- of the comp shares attractive as the interest is almost exactly double that of the banks and of course they are as sure as the flow of the St. Francis River.

**

Mr. and Mrs. P.-E. Rioux are in Halifax, N. S., where Mr. Rioux is attending the Annual Convention of the Canadian Weekly Newspalast, somebody, C. Halikas. So the next day they

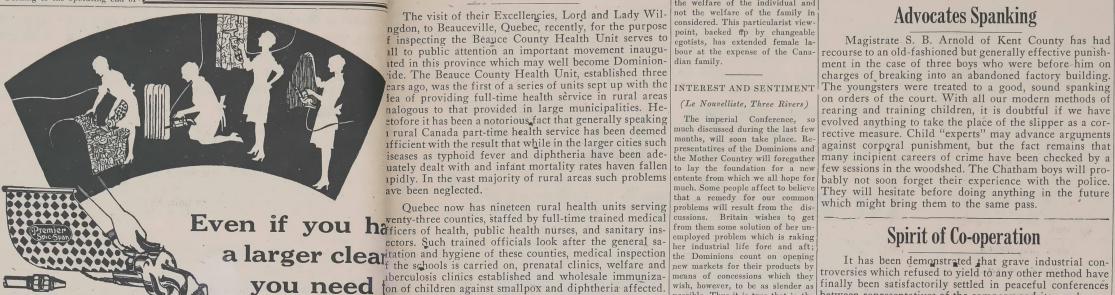
**

Mr. Leo Moore, of Bristol, Conn., was recently a visitor here, the guest of Messrs. E. Genest and last, somebody, C. Halikas. So the next day they

**

Mr. Haward Liby Resurt left by Mrs. Lloyd accompanied by Mrs. Persure Alston the companies to provide the companies of by Mrs. Continued on Power Continue

Mrs. W. J. Mansfield, Miss. Albertine Desbara and Mr. Robert Alexander wish to sincer thank all those who have expressed their synanda, by mail, one year.....\$2.00 U. S. and Europe, one year.....\$2.00 pathies on the occasion of the description of the companion of the occasion parent, Late Mrs. David Hebert, nee Elia



DREMIER SPIC-SPAN, the great new cleam health throughout the year was thirty thousand.

now — shelvings — upholstery — mattresses — Jominion participation was brought up in the House of ings — mats — and countless other things.

The first in the possibility of the outer covering and there is the spirit which is the substance. This spirit of the law is compounded of the declared object of the declared object of the legislative properties. The possibility of the substance is the spirit which is the substance. This spirit of the law is compounded of the declared object of the legislative properties.

You just plug the Spic-Span into any electric lighton, that the Dominion should do its part in helping to cut or and the circumstances of time

You just plug the Spic-Span into any electric light on, that the Dominion should do its part in helping to cut at a substantial contribution towards this wellthought these jobs — and, as well, eliminates cooking odd to scheme for promoting rural health would be good lodges dirt from places that no other cleaner can issness, probably resulting in the spread of the plan to and protects materials against moth ravages.

Your home really isn't complete without the Spicalth should be considered to be the duty of all govern—

Even your husband will enjoy using it to clean tents.

There is a delightful line in Pauline Johnson's "The Song My Paddle Sings", which came into our heads as the interpretations which it kets at the time of the doption of the text. To say these of the C. N. R. went on its smooth and speedy way across the pleasant land of New Brunswick. The other head belonged to a nice girl from Barrie, who had been talking of Pauline. No Education Minister



Pay Only

50c Down

PREMIER

SPIC-SPAN

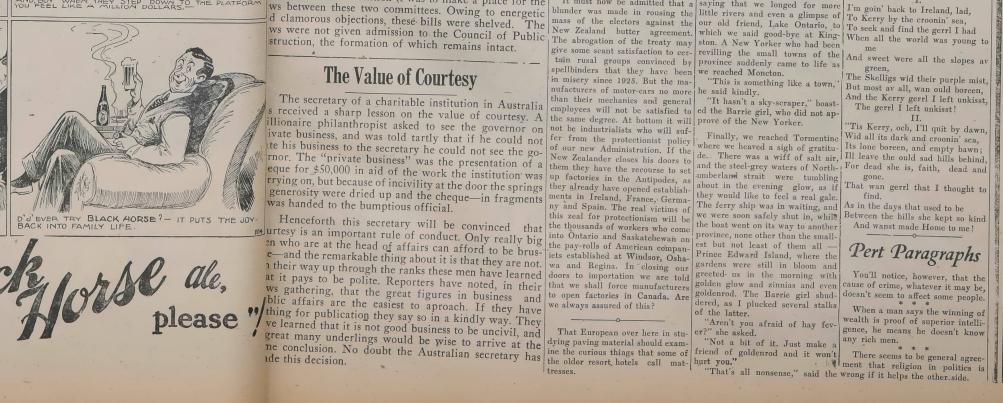
With Deodorizer and Blower

Balance \$1.00 a month

Cash Price \$17.50

for 18 months





Southern Canada Power Company Limite

In these past few years, a strange verbal mistake, a psus linguae that has become very annoying has given in the Provincial Secretary the appellation of Minister of Roads, must go the honor in the Provincial Secretary the appellation of Minister of Roads, must go the honor in the province of person in the province of person in the province of Quebec resembles that of other province of Quebec resembles that of the province of this departing the province of Quebec resembles that of the province of Quebec resembles that of the province of this departing the province of Quebec resembles that of the province of Quebec resembles that of the province of this departing the province of the province of this departing the province of this departing the province of this departing the province of the province of this departing the province of the province of this departing the province of this province province of the province of the province of the province of the province of this province province province of this province province province province province prov uring the last session of the Legislature there were preired bills whose intention it was to make a place for the
ws between these two committees. Owing to energetic
d clamorous objections, these bills were shelved. The
ws were not given admission to the Council of Public
struction, the formation of which remains intact.

The Wallo of Council of Value of Council of Public struction, the in misery since 1925. But the man were admitted that a
blunder was made in rousing the
mass of the electors against the
New Zealand butter agreement.
The abrogation of the treaty may
give some scant satisfaction to certain rusal groups convinced by
spellbinders that they have been
in misery since 1925. But the man

"Tho Value of Council of the Legislature there were prein ments; but we cannot refrain from
saying that we longed for more
little rivers and even a glimpse of
our old friend, Lake Ontario, to
which we said good-bye at Kingston. A New Yorker who had been
give some scant satisfaction to certain rusal groups convinced by
spellbinders that they have been
in misery since 1925. But the man

"Tho Value of Council of Public Struction, the formation of which remains intact."

It must now be admitted that a
blunder was made in rousing the
lunder was made in rousing the
mass of the electors against the
New Zealand butter agreement.
The abrogation of the treaty may
give some scant satisfaction to certain rusal groups convinced by
spellbinders that they have been
in misery since 1925. But the man

"Tho Value of Council of Public
"The But we cannot refrain from
saying that we longed for more
little rivers and even a glimpse of
our old friend, Lake Ontario, to
which we said good-bye at Kingto Sterly by the croonin' sea,
To seek and find the gerr!
To seek

French Press

Comments MARRIED WOMEN

WORKERS

where. It is untortunate that in little removed from dodger-distributors. the distribution of positions only the welfare of the individual and

Spic-Spublic in health matters has been demonstrated in the latest report of the Proncial Bureau of Health that the attendance at lectures

APPEALS TO LONDON

ROAD WORK SPEEDED UP

Wise Decision

It is interesting to note that the United States postal service has once again rejected the proposal of advertising interests that unaddressed matter be accepted by the department for house-to-house distribution. Some years ago, when the idea was first mooted, it was summarily negatime, and time for another hot dag.

It is interesting to note that the United States postal and a high-brow tells you what somebody else thinks.

Crossing the country is confusing time, Eastern standard time, Central time, daylight saving time, and time for another hot dag.

Many Mourners...

Many Mourners... when the idea was first mooted, it was summarily negatived. The advertising folk, it seemed, just pigeon-holed that very definite "No" in the hope of being able to do mployers to give positions to mething about it later on. Householders of the United mployers will be placed of a later of the deceased, W. A. Moisan, Mayor of Drummondville, J. W. St. Onge cere sympathies. ng girls and married women, States, as well as the letter-carriers, will be pleased, of a he knows a bad one. hile capable heads of families are certainly, to hear that the department has had no change unable to find employment? There of heart. Even under existing regulations in the United is evidently something wrong some- States and Canada, postmen complain that they are but

The visit of their Excellencies, Lord and Lady Wilngdon, to Beauceville, Quebec, recently, for the purpose inspecting the Beauce County Health Unit serves to all to public attention an important movement inaugustic formula and the welfare of the family in considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the welfare of the family in considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the individual and the considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the individual and the considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the individual and the considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the individual and the considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the individual and the considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the individual and the considered. This particularist viewpoint, backed up by changeable egotists, has extended female labour at the expense of the Canality of the individual and the considered of the family of the individual and the considered of the family of the individual and the considered of the family of the considered of the co ment in the case of three boys who were before him o charges of breaking into an abandoned factory building es ago, was the first of a series of units sept up with the INTEREST AND SENTIMENT The youngsters were treated to a good, sound spanking of providing full-time health service in rural areas ogous to that provided in large municipalities. Henalogous to that provided in large municipalities. Heetofore it has been a notorious fact that generally speaking
I rural Canada part-time health service has been deemed
ifficient with the result that while in the larger cities such
iseases as typhoid fever and diphtheria have been adeuately dealt with and infant mortality rates haven fallen
ipidly. In the vast majority of rural areas such problems

you need the schools is carried on, prenatal clinics, welfare and iberculosis clinics established and wholesale immunization of children against smallpox and diphtheria affected. In addition the possibility of general education of the rural matters has been demonstrated in a resultation of Regime County for extending the schools is carried on, prenatal clinics, welfare and mew markets for their products by means of concessions which they wish, however, to be as slender as possible. Thus it is true that in the British Empire collective sentiment leaves a comfortable place for particular interest.

The population of Regime County for extending the concessions which they wish, however, to be as slender as possible. Thus it is true that in the British Empire collective sentiment leaves a comfortable place for particular interest. This method in practice has established itself as the

A dispute settled around the peace table is generally permanently settled, because it has been adjusted on the brought the famous Premier Complete Cleam

The financing of these units has provided a problem to perfection, doubles the usefulness of any which in Quebec has been solved by joint contributions.

The financing of these units has provided a problem to perfection, doubles the usefulness of any which in Quebec has been solved by joint contributions.

The financing of these units has provided a problem to problem to problems best and are better qualified to find the settlement that will suit all parties. All that is required is the vacuum cleaner. It has taken the place of clumon the provincial government, the munipalities confashioned attachments in thousands of Canadian rned, and in the early stages by the Rockefeller foundation. The Spic-Span affords you the ideal way of two of the western provinces in which a few similar those out-of-the-way places you find so difficult its have been established. Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Last March the possibility of the Universe of the Un

to be reddening. "You are talking like a Christian Scientist, instead

Pauline.

"There's one line in that poem consider the matter. Then we cam I'm especially fond of. It's 'August out into the sunshine once mor

ing. We know that the gentleman who frequently writes to the pa-

The Return

The chief difference is that a low-brow tells you what he thinks and a high-brow tells you what somebody else thinks.

Now that boys have fallen for and J. O. Laperriere.

Among the relatives in the cortempt Willie to see how many successive days he can endure washing der, W. J. Mansfield, Montreal, H. his ears, or doing his daily chores Crepeau, Nicolet, Dr. McCabe bofere school. Windsor Mills, Oscar Timmons, Dr. Jos. Garon, Mrs. Mansfield, Miss Many Mourners... Albertine Desbarats, Miss McCabe, Mrs. J. J. Timmons, Wickham and

OPENING

We take pleasure in announcing the opening of our new store at No. 72 Heriot Street.

We cordially invite the public to visit

our store and inspect the quality merchandise offered on sale at attractive prices. Everything in house furnishing will be

found here. CORDIAL WELCOME TO ALL

CORRIVEAU FURNITURE

72 HERIOT STREET

DRUMMONDVILLE, Que.

POWER CORPORATION OF CANADA

Finance - Engineering - Construction - Management Controlling through stock ownership or holding a substantial interest in:

BRITISH COLUMBIA POWER CORPORATION,
LIMITED
CANADA NORTHERN POWER CORPORATION,
LIMITED
MORTHERN BRITISH COLUMBIA POWER COMPANY
LIMITED LIMITED DOMINION POWER AND TRANSMISSION COMPANY, LIMITED WINNIPEG ELECTRIC COMPANY

*The fixed assets of this company were sold to the Ontario Hydro-Electric Power Company, Limited on the Ontario Hydro-Electric Power Commission since the Colse of the fiscal year. BOARD OF DIRECTORS A. J. NESBITT, Montreal, President
J. B. WOODYATT, Montreal, Vice-President and General Manager

Col. J. R. MOODIE, Hamilton
N. A. TIMMINS, Montreal

1926 1927 1928 1929 1930 \$324,476.92 \$796,634.93 \$2,128,641.42 \$3,312,104.28 \$3,702,912.00 69,958.69 87,170,99 326,083.98 465,686.18 492,207.00 <u>254,518.23</u> <u>709,463.94</u> <u>1,802,557.44</u> <u>2,846,418.10</u> <u>3,210,705.00</u>.

Balance Sheet as at June 30th, 1930 Cash on Hand and in Bank \$ 72,820.63 \$ 82,736.50 Ac 1,232,925.87 1,938,101.47 18,920,222.51 16,526,913.52 30,119,964.68 29,504,222.55 75,000.00 75,000.00 75,000.00 440,021.77 293,887.28 43,261.00 85,318.14

445,806.00 2,673,700,00 4,979,500,00 \$18,002,431.87 \$19,093,505.58 5,000,000.00 5,000,000.00

5,000,000.00 5,000,000.00

21,593,858.80 17,869,539,41 \$49,596,290.67 \$46,963,044.99

Signed on behalf of the Board A. J. NESBITT, Director.
J. B. WOODYATT, Director Montreal, 7th August, 1930.

Profit and Loss Account nd on 6% Cumulative Preferred Stock and on 6% Non-cumulative Preferred Stock

\$ 5,713,624.22 \$ 5,713,624.22

MAGNITUDE OF OPERATIONS

The following condensed statement of the operations of the public utility companies which Power Corporation of Canada, Limited controls, or is substantially interested in, is indicative of the magnitude of its operations. It comprises the operations of the above named Companies.

(4) (6) (6) (7) (3)

tipping here."

SPORT NEWS

HARD-FOUGHT GAME BETWEEN NEWPORT, VT., AND D'VILLE

Locals Obtain Victory by 6 to 7 Score — Leduc Struck livestock that they could raise themselves at much less cost by use Out Sixteen Batters.

LAST GAME HERE THIS YEAR?

A large attendance, in fact one of the largest to attend a baseball game at the Gossard Grounds this year, witnessed a very brillant fertilization.. This is vitally implay, Sunday afternoon, between the locals and the Newport, Vt., portant if the farms of the provin-The latter went down to defeat by the slight margin of one point, the final score, 7 to 6, favoring the D'ville lads. Both teams standard of fertility. But there is made an excellent showing, as to batteries and support.

Young, for the visitors, pitched brillantly, but the locals took ten not be increased at least two-fold, hits off him, while the Newport boys fanned by Leduc, amounted to and that is what we are aiming at.

L	I	N	E-	U	P

	87	7	10	27	9	1		31	6	6	24	10	4
Leduc, p	2	0	0	0	4	0	roung, p		1	1			
Demers, c	3	1	1	16	4	0	Young, p	3	1	1	0	6	0
Bouchard, rf	4	0	1	0	0	0	Gagne, ss	4	0	0	0	1	2
	- 14	1	2		0	0	Hartley, lf	3	1	1	2	0	0
Corriveau, If	3	7	-	20		-	Gilmore, rf	4	0	1	0	0	0
V. Pepin, lb	4	2	2	7	0	0	Moulton, cf	4	1	0	2	0	0
Tessier, cf	1	0	0	0	0	0	Hitchcock, c	3	0	0	6	1	1
Lauziere, cf	4	1	1	0	0	0	Cathrall, 3b	_3	1	2	3	1	0
U. Pepin, 3b	5	0	- 1	2	0	1	Hitchcock, 1b	4	0	0	8	0	1
Beaulac, ss	5	1	1	0	0	0	Rushlow, 2b	3	2	1	3	1	0
Gauthier, 2b	4	1-	1	2	1	0	D 11 01		0 3				
	AB	R	H	PO	A	E		AB	R	Н	PO	A	F
DAILLE							NEWPORT						

NEWPORT DRUMMONDVILLE

Two Bases Hits: Cathrall, Gauthier and Corriveau; Hits: off Ledue, 6; off Young, 10; Sacrifice Hits: Rushlow and Leduc; Stolen Bases: Gauthier, Beaulac, U. Pepin and Rushlow; Left on bases: New-

Young, 5; by Leduc, 16. Sunday's baseball game was probably the last to be played by the made clear that the session is call-Drummondville team on the local diamond, this season. Our team, it ed to deal with one thing essentialis said, is trying to book against the Asbestos for three consecutive ly — the problem of unemploymeets to take place on a neutral diamond, at St. Hyacinthe. But there ment. To that end the Government is nothing definite as to that as yet. The fans here would naturally has a number of measures to pro-

their dream come out to be true? Why not?

E. T. Meet intense interest being shown by pedition. groups outside of Sherbrooke it is Up to the present the date for hoped to have definite plans made the Eastern Amateur Athletic Meet and the date set shortly.

The two groups who dare not say what they think are slaves and Friday afternoon when the preli-

"Soil Improvement"...

(Continued from page 1) said Mr. Bois, "and we urge all the farmers in the districts, through which it will run to visit the train and consult the soil specialists on methods of making their farming operations more profitable. The farmers of the province buy a great deal of feed for their of lime and fertilizer. We are determined to assist the farmers in every way possible to realize this, and also the importance of keepce are even to keep their present no reason why production should

Victor Gauthier umpired behind the home plate very satisfactorily. ating with the assistance of the Canadian National, will have a staff department and from the experimental farms and agricultural colleges of the province and the Dominion Seed branch, and it will be a real opportunity for the farmers of these districts to get full instruction on this subject, and to obtain a wonderful service in the matter of soil analysis."

Customs Changes...

(Continued from page 1)

The Senate floor was filled by Taylor b. Prince the official set and the galleries banked by an outpouring of women in all the trappings of feminine luxury. A September opening is unseasonable and yet in its social brilliance yesterlay's compared very port, 3; D'ville, 9; First base on Balls: off Leduc, 3, off Young, 1; favorably with the regular perfor-Hit by pitcher: Hitchcock, Corriveau and Demers; Struck Out: by

The Speech from the Throne outlines the sessional program. It is like a few more games in D'ville before the close of the season. Will pose and these are to have the right of way to the exclusion of everything else. The plan provides for has not been fixed, but from the business proceeding with every ex-

CELANESE WON CRICKET GAME AGAINST SHERBROOKE COTTON

The local Celanese Cricket Club were visitors to Sherbrooke Cot, Mildrum c. Reed, b. Horsfall ton's Cricket Club, recently, at the Periman, Sr. run out Parade Grounds, Sherbrooke, Conyers c. and b. Carrigan where an interesting game was wit- Perlman, Jr., c. Read, b. Horsnessed by a large crowd of cricket fans. Sherbrooke went to bat first Holmes 1. b. w., b. Carrigan but were soon turned back by the Dumoret b. Carrigan deadly bowling of Prince and Collis Collis I.b.w. b. Pearce the Celanese star trundlers and Prince c. Lavers, b. Horsfall when the dust settled Sherbrooke Horsfield c. Carrigan, b. Pearce 1 found they were all retired for the Twells not out ing their farm soil fertile by proper the set about their work in detersmall score of 32. Nothing daunted West b. Sunderland mined fashion. Carrignan and Horsfall shouldered the burden of bowling with great success, two wickets fell for no runs, but alas that was too good to be true, the final score read celanese 76; Cot-"The special train we are oper-defeat was a missed catch before Collis had scored. He eventually of specialists drawn from our own the difference between victory and defeat.

SHERBROOKE

0	Marsh b. Prince
5	Burton b. Collis
-	H. Pearce b. Collis
1	Harsfall c. Meldrum, b. Collis 1
-	Carrigan b. Prince
ì	Read c. Conyers, b, Collis
١	Ashton c. Collis, b. Prince
ı	Sunderland caught, not out
ı	Williams c. Meldrum, b. Prince
	Lavers b. Prince

Extras II

Total 32

E. T. NEWS...

(Continued from page 1)

contained a quantity of hay, was beyond hope of salvage. People from the surrounding district rushed to the scene, but little could be done, and before long the building was burned to the ground.

The origin of the fire was not known and the loss apparently not overed by insurance.

ACCIDENT CASE Sherbrooke. - Facts which hith erto had remained obscure were minary hearing into the case of Olivier Desnoyers, an American citizen and resident of Holyoke, Mass., was inaugurated after severpostponements. The charge, which occurred on the Victory highway between Little Lake Magog and Sherbrooke on the evening of August 11th, has aroused considerable interest and when the first witness for the complainant was called, quite a large crowd had assembled to follow the proceedings. In this accident, which inflicted a fractured skull to Armand Chamberland, of this city, a broken arm to the driver of the American vehicle, Stuffey Nolin, also of Holyoke, and a badly lacerated eye to the accused, the popular supposition was that at the time of the accident Chamberland was alone in the car. However, evidence brought out the fact that there were four occupants in the local car when the accident took place.

Interesting...

(Continued from page 1)

shields the receiver from interferences, in itself a valuable feature. THREE BEAMS USED

Since 1926 the equipment of the beam station at Drummondville has been enlarged and improved considerably. It is now possible to send messages to England simultaneously on three channels, two telegraphs, and one telephone, without, Interference. Equipment for a trans-Atlantic telephone service has been ready in operation for some time, and additional telephonic equipment for communication with ships at sea, with a range sufficient to keep in touch with a ship during the entire length of the voyage across the Atlantic, is being installed. Complementary receiving apparatus for telephonic ship communication is being installed at Yamachiche.

Special facsimile-transmitting apparatus for sending over the air couples of photographs, contracts, signatures, and a host of similar matters, is being installed at the present time, and will be ready for use shortly.

The average man, who takes his science in small doses, usually through the medium of the newspapers, considers wireless telephony as something of very recent birth. So far as Canada is concerned, it is a lusty child of five years. For the past five years, the Canadian Marconi company has been operating wireless telephone equipment on small coast steamers and tugs on the Pacific coast, now about 80 in number, as well as 30 private wireless telephone stations along the shore. These are used mainly by shipping companies for communication with their vessels while at sea. Canada led the world in this use of wireless, and the Marconi company has received communications from several foreign governments regarding this

Many Tourists...

(Continued from page 1)

Non residents are required to pay a nominal fee for the right to hunt within the province, while members of fish and game clubs in the province are also required to secure li-censes to hunt. Different seasons of the year are alloted to differfall 12 ent kinds of game but in the main from September to the middle of December practically every fur-31 bearing animal and bird may legitimately be caught.

The huntsman is on the eve of 0 another season in which he may ob-4 tain pleasure to his heart's delight. Extras 20 For his own safeguard, for the safety of others and for the pre-Total 76 servation of game reserves his own Of all glad words that win a sportsmanlike character should if the game laden precincts are to cheer, the gladdest are these: "No warn against committing imprudences. Great care must be exercised

precaution is necessary to do away St. Hyacinthe, Richmond with the unfortunately large number of fatal accidents which each neral prosperity is year mar the hunting season. Keeping the simple rules and regulat- new industries are locating ions in his mind and exercising the utmost precaution while handling 1930, the new power gen his firearm should make the apstation at Burroughs Fall proaching season one of the most ayers Cliff, was put into on successful from every viewpoint.

Power Corporation...

(Continued from page 2)

some of the companies which your corporation controls or with which your corporation has atta it is closely affiliated by management or shareholdings is given lity field, holding, as it d hereunder:

COMPANY, LIMITED.

ce of Quebec, including such cen- all areas in which it operate

throughout the area se

various towns. During This modern plant, equip automatic operation, adds h.p. to the company's install

nerating capacity. "During the short period = years that it has been in en strong position in the Publ interest in practically eve SOUTHERN CANADA POWER blic Utility company in Can COMPANY, LIMITED.
"Serving light and power to the Eastern Townships of the Provining of industrial developm

GOOD LUCK to a gallant effort!

CITIZENS of this community have recently welcomed an intrepid Canadian who is blazing a new automotive trail in the highway of Empire against odds as severe as any that faced Canada's early explorers.

We, as McLaughlin-Buick dealers, took special interest and pride in welcoming Healy Needham. For in his spirited attempt to break the Halifax-Vancouver trail by motor car . . . to demonstrate the feasibility of a trans-Canada highway . . . Healy Needham has chosen a McLaughlin-Buick Straight Eight to carry him to his distant goal.

It is particularly fitting that McLaughlin-Buick, Canada's pioneer automobile, should have a part in this history-making effort. And we are confident that, if any car can carry Healy Needham through the trackless, unpopulated wilderness he must

travel, McLaughlin-Buick will do it.

Through hundreds of miles of country where no car has ever gone before, Healy Needham must win every yard of progress against the difficulties and dangers of mountains, marshes, forests and turbulent rivers. Every mile of the journey must be charted by compass and surveyor's transit . . . roads must be blazed through almost impenetrable bush . . bridges must be swung across gulleys and streams. What a test of driving skill and nerve! What a magnificent test of the power and ruggedness of the McLaughlin-Buick, Straight Eight!

> We were glad to extend to Mr. Needham, on his arrival here, the loyal support and sincere good wishes not only of everyone connected with our organization, but of every local citizen interested in Canada's develop-

> > ME THAT HIS NAME

ORLICK APPLEDUF AND THAT HE WANTS

SPEND THE REST OF

GARAGE MONTPLAISIR, LIMITEE

See the McLaughlin-Buick Eight

You are cordially invited to come to our

showrooms and see the new McLaughlin-

Buick Straight Eights. You will be par-

ticularly interested in the 8-50 series -

which has been chosen by Healy Needham

for his trans-Canada trip. This car provides

McLaughlin-Buick quality and eight cylin-

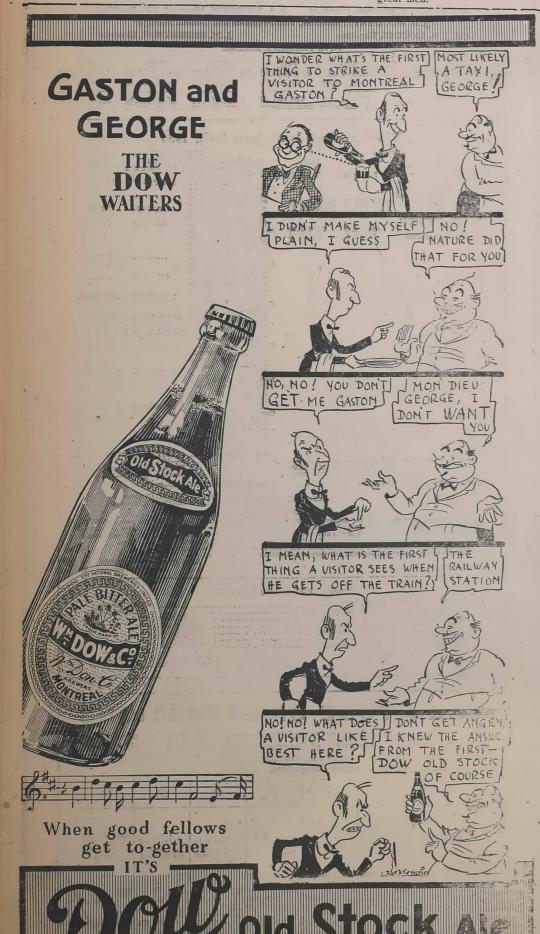
der performance at a delivered price here

DRUMMONDVILLE



Sitting on top of the World" with.

rontenac Olde Ale



Was Prince of Ales