

The DRUMMONDVILLE Spokesman

"A Journal Dedicated to Free Speech"
— FOUNDED 1926 —
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DRUMMONDVILLE, FRIDAY, JANUARY 27, 1956

EXPANDING WORLD

By Joseph Lister Rutledge
One wonders how many persons ever pause to look back to see the changes fifty years have brought, or to consider how relatively few were the things that were considered essential a half century ago. No one had done much more than dream of the automobile and no one had even dreamed of television or radio or aeroplanes. Telephones could be numbered in dozens in place of today's thousands. Who had heard of gas or oil furnaces, or electric washing machines or dryers, or vacuum cleaners? Think of your own list of commodities that weren't even a gleam in an inventor's eye a half century ago. Now we must have them, we think of them as essential even as we keep our eyes alert for something else to add to our list of musts.
Probably the reader will be thinking: "Why emphasize so obvious a fact?" Why indeed, except that it doesn't seem to be obvious to a great many people, notably those who are thrown into a dreadful tizzy by the word "automation" and hurry about

arguing that it is bound to rob workers of jobs, and that therefore we must be continually reducing work hours so that what jobs there are can be spread out to employ more people.

It is hard not to feel that this is very shortsighted reasoning, while our necessities have multiplied hundreds of times in a half century, and with them our ability and will to buy, our total work force has barely tripled. If something hadn't given new effectiveness to hands almost none of the advantages we enjoy today would have been ours. Where did we find the workers to produce the automobiles and planes and movies and television and household appliances, not to mention new drugs and chemicals and a thousand other benefits?

A three-fold increase in workers without increased machinery would have done no more than take up a three-fold increase in the population to be served, and who then would have provided the diesel engines, and the polo vaccine and the detergents, and the frozen foods?

The sober truth of the matter is that we are frightened of a word that has confused our thinking about the facts, for "automation", which merely means putting tools in workers' hand to make them more effective, has made possible this whole new world, which provides so many new necessities.

Reduce the work hours to conserve the jobs? Surely this would be the ultimate in shortsightedness. It must be apparent to everyone that each new advance pushes the horizons farther and farther back, opening a vision of new commodities and new needs, that each brings its own demand for workers, and ever better workers. It is an expanding world and we can't control it by curtailing effort.



FROM A ROCKY HILLTOP rises a radio mast where a detection station of the Mid-Canada early warning line will be erected. The Sikorski helicopter is flying in an auxiliary power unit for the radio. RCAF helicopters have been flying between lakeside camps and detection sites on the top of hills. (National Defence Photo)

Seagram's V.O. Scotch Whisky
en toute confiance
Seagram's 83



NO WINGS
-but a wing-ding take-off!

And at only part throttle - with Buick's new Variable Pitch Dynaflow!
OF COURSE, you don't get wings with this sleek and stunning new '56 Buick—but you can get the nearest thing to them.
It goes under the name of Variable Pitch Dynaflow, because it uses the principle of the modern plane's propeller. But the 1956 version of this great transmission goes airplanes one better now. It's all as simple as it's thrilling. At take-off, a pilot sets the pitch of his propellers for all-out acceleration. Aloft, he switches to cruising pitch for top mileage.
You can do that, too, in a '56 Buick. Just floor the pedal and you switch the Dynaflow blades to high-performance angle. That gets you going instantly at full power sweep. Then, just ease up on the pedal, and you switch to cruising pitch—and a lot better gas mileage.
But now you get something a pilot doesn't get—a new quick getaway response even without switching the pitch. A sizzling new take-off at only part throttle. A wonderfully solid new take-hold that you use in all your normal driving situations. And you get it with Dynaflow smoothness—plus another boost in gas mileage.
Why not come try it? Why not get the feel of it by taking the wheel? And there's no better place than right there to learn about the great new record-high horsepower, the sweet

new ride, the superb new handling, and the long list of safety features that make this, literally, the best Buick yet. Drop in on us soon—this week would be fine—and let this sweep-styled new beauty show you what pure automobile can do.
*New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick built today. It is standard on Buick Wildcat and Buick Wildcat—optional at modest extra cost on the Special.
It's the '56 Buick—Best Buick yet

Garage MONTPLAISIR LIMITED
269 LINDSAY STREET DRUMMONDVILLE QUE. TEL. 2-3388

To Measure How Fast You Live

How efficiently your body burns food to produce energy can now be measured by a medical test. It results not only tell your doctor if something is amiss, but may also point the way to what treatment is necessary. The test, says an article in February Reader's Digest, measures your Basal Metabolism Rate, called BMR by doctors, who are finding it one of the most useful tools in modern medicine. BMR is a measure of the rate at which the body engine operates. Some people's "engines" says the Digest, go at racing-car speeds; others chug along far too slowly. At rest, the average body's fuel

requirements are surprising low — a couple of lumps of sugar will keep it going for an hour — but even the slightest activity causes a sharp increase in requirements. Since the purpose of the BMR test is to measure the basal metabolism, your body must be as nearly completely idle as possible during the test. Only a light meal is allowed the evening before, and no food or even water on the morning of the test.
To convert food into energy the body "engine" requires oxygen, and the rate at which oxygen is used up gives the key to how fast the engine is going. With your body lungs — allowing for such factors as your weight, height, age and sex. If BMR deviates too far from

Social Researches In Denmark

A recent report by Henning Friis, Adviser in Social Sciences to the Minister of Labor and Social Affairs, gives some indication of the social problems under investigation in Denmark. Such special studies are becoming more and more frequent. They are designed to provide background for new laws and to appraise the effectiveness of existing social legislation and administrative procedures.
Although the Ministry may initiate this type of research, most investigations are requested by government committees or commissions. Usually the Adviser in Social Sciences represents the government in planning a project which may become a cooperative venture shared by experts from various scientific disciplines, public agencies and institutions. The findings are published as soon as the data have been analyzed.
So far, investigations have been of immediate practical importance and have not fitted into any long-term plan. However, the Ministry is aware of the limitations of such an uncoordinated program and in March, 1955, appointed a committee of representatives from universities and government departments to study the problem and to submit a plan for independent government institute for social welfare research.
Projects have varied both in extent and nature. Not only do they illuminate legislative and administrative problems but also illustrate social conditions in Denmark today. In most cases the findings of a study constitute the only available source on the aspect of community life under investigation.
Many of the projects are in the labor and welfare areas but some include health problems. In the health field, the report includes such titles as "Study of the Need for Accommodation in Nursing Homes for Chronically Sick Persons", "Studies of Groups of Handicapped Persons: Inquiry on Blindness", "Follow-up Examination of Stammering Patients and of Patients Suffering from Other Defects of Speech", "The Clientele of the Ostertorrens Institution for Feeble-minded on December 31, 1953: A Statistical Inquiry", "A Study of the Guidance of Dr. P. Bonnevie of the Sighted Children Get Along in the Ordinary Schools", and "Follow-up Study of Pupils of Special Schools for Mentally Retarded Children".
An interesting project conducted during 1949-52 concerned the effects of shift work on health. This was undertaken in cooperation with the Industrial Medicine Clinic of the University Hospital under the guidance of Dr. P. Bonnevie of the Inspectorate of Workplaces and Factories. The research team included a psychiatrist and a psychologist as well as physicians. Case records were compiled for 900 male workers. These contained personal data and information on housing, health, schedules of sleep, meal hours and leisure time activities. The study revealed frequent gastrointestinal troubles among shift workers. Persons with such disturbances are receiving expert physical examinations and the findings of the entire project will be published later this year.

Be Careful!

Last June, on the eve of the summer vacation, the Catholic School Commission listed for their school children the ten commandments of safety. The tenth commandment summarizes all the others, and in the event that some children may have forgotten it, the Province of Quebec Safety League recalls it very simply, empty-headed individuals must be careful at all times.
Always be careful whether at home, on the streets or in the playground. To be careful does not mean that one must be afraid. Caution means showing good sense and sound judgment. Cautious people are not cowards, but wise people. On the other hand, those who do not exercise caution at all times are not exercise caution at all times are every silly, empty-headed individual.

A Personal LOAN ended my worries!
"Personal's Bill Consolidation Service showed me how to clean up bills and reduce monthly payments that were too high. And then—in a single visit—Personal lent me the cash to get a Fresh Start!" You, too, can get a cash loan in just 1 visit to the office if you phone first. Or, if more convenient, write or come in. Loans \$50 to \$800 or more on Signature, Furniture or Auto.
THE COMPANY THAT LIKES TO SAY YES
Personal FINANCE CO.
100 MARCHAND STREET, DRUMMONDVILLE
Corner of Heriot Street - Telephone 8-1356
OPEN EVENINGS BY APPOINTMENT - PHONE FOR EVENING HOURS
Loans made to residents of all surrounding towns. Personal Finance Company of Canada

There's a reason!
Ahoy, pleasure ahead!
You set your course for the enjoyment of Canada's favourite Ale when you say:
"Make Mine MOLSON'S EXPORT"
THE ALE DRINK YOUR GREAT GRANDFATHER DRANK

IT'S WHITE GLOVE COOKING BECAUSE IT'S CLEAN!
...when you cook ELECTRICALLY - on this King-Size MOFFAT
This king-size MOFFAT reigns supreme in the modern kitchen. It's so clean, so cool and so dependable! It has everything! A super-30 control panel with "Supermatic" time clock for fully automatic oven operation. Synchrochime with Starlite Dial—a constant lighted signal—a musical note to signal when oven temperature is reached. Illuminated Super "King-Size" Oven, and "Keep-Hot" warming drawer with "Signa-Lite" provide big range capacity in convenient 30" space. Colormatic Top Element Controls, Minute Minder and "Blit-in" Lamp are other "plus" features that make this range "Canada's No. 1 30" range".
\$299.00 (Plus Tax)
OWNED BY THOSE IT SERVES
SOUTHERN CANADA POWER

HERE IS WHY MAYOR MICHAUD DID NOT SUBMIT A FINANCIAL STATEMENT AT THE END OF HIS MANDATE THE DEFICIT FOR 1955 IS ESTIMATED AT

\$125,000.00

HERE ARE SOME HIGHLIGHTS:

- The expenses foreseen in the budget Have increased by **\$155,000.00**
 - The Revenues Have Also Increased by **\$ 30,000.00**
 - Leaving a Deficit of **\$125,000.00**
 - TO THIS WE MUST ADD:
 - Deficit for 1954 **\$ 17,217.60**
 - FURTHERMORE THE CITY:
 - Owes to the Prov. Bank **\$375,000.00**
- AND IT WOULD REALLY BE INTERESTING TO KNOW THE AMOUNT OF PUBLIC ASSISTANCE BILLS NOT YET PAID TO THE GOVERNMENT

DO YOU REMEMBER THE BRIDGE SCANDAL?

\$30,000.00

Of your money was wasted by Mayor Michaud as follows:
The Scales...not in use any More
Were Bought for **\$1,920.00**
Additional expenses incurred **\$3,000.00** A Week
by
It was Bad Publicity for our City
And, all that would have been saved if Mayor Michaud had listened to the aldermen.

(This ad is published by the organization of Marcel Marier)

Safe Driving

Montreal. This spring some 30,000 young Canadian drivers will take part in a national "Teen-Age Safe Driving Road-O", jointly sponsored by the Junior Chamber of Commerce of Canada and the All-Canada Insurance Federation.

- ACROSS 1. American 2. Lariat 3. Halo (poet) 4. Holm in a meadow 5. A word to implement 6. A whip 7. A mark on a window 8. A whip 9. A man's name 10. Annoy 11. Winged 12. Get along 13. Part of "to be" 14. Exclamation 15. Moorish 16. A man's name 17. Turkish 18. Disturbed 19. A word 20. A word 21. A word 22. A word 23. A word 24. A word 25. A word 26. A word 27. A word 28. A word 29. A word 30. A word 31. A word 32. A word 33. A word 34. A word 35. A word 36. A word 37. A word 38. A word 39. A word 40. A word 41. A word 42. A word 43. A word 44. A word 45. A word 46. A word 47. A word 48. A word 49. A word 50. A word 51. A word 52. A word 53. A word 54. A word 55. A word 56. A word 57. A word 58. A word 59. A word 60. A word 61. A word 62. A word 63. A word 64. A word 65. A word 66. A word 67. A word 68. A word 69. A word 70. A word 71. A word 72. A word 73. A word 74. A word 75. A word 76. A word 77. A word 78. A word 79. A word 80. A word 81. A word 82. A word 83. A word 84. A word 85. A word 86. A word 87. A word 88. A word 89. A word 90. A word 91. A word 92. A word 93. A word 94. A word 95. A word 96. A word 97. A word 98. A word 99. A word 100. A word

The Nation And Her Youth

Of all our nation's rich natural resources the greatest and most important is her youth. For these youth are the future of Canada.

Salon Vanite Modes

168 Heriot Street - Tel. 2-3972 Drummondville

Salon Vanite - Modes

168, Heriot Street Drville Tel. 2-3972

Did you think about it? The Canadian Regular Army

constitutes for you a fine career, a retirement pension scheme out of comparison and a great opportunity.

A Superior Beer

A unique process... makes Brading's a light, refreshing... beer with the FIRMER COLLAR... MELLOW FLAVOUR

A Sensational Contest

Enter Brading's contest as often as you wish. Nothing to pay to enter but if you include 6 bottle caps from Brading's products you become eligible for bonus prizes.



HOUNDS ARE A LITTLE TOO AFFECTIONATE FOR CHARLES



Prince Charles, attending the West Norfolk Hunt at Harley Dams, England, returns a riding crop to master of the hounds Major Hoare.

Donald Gordon Urges Freedom For Rail Rates

Montreal, Jan. — Donald Gordon, chairman and president of Canadian National Railways, has called for a new approach to the problem of railway regulation.

Book Reading

While few Canadians read many books, few read any books that are worth reading.

Classified Advertising

TO LET - Room comfortable, well heated, shower, hot water year round, near Golf Club, 130 Adhemar.

School TV Experiment

The CBC's second experiment in classroom television has been scheduled for April and May of this year, with an estimated 500 schools taking part.

The Food Basket

When Napoleon offered a prize for a new method of food preservation and Appert won it in 1810 by developing the process of canning, a great service was done for humanity.

Future Cars

Automobiles next year, predicts the Financial Post, will feature some revolutionary accessories. At least one manufacturer is planning wing-like doors that hinge in the middle of the roof, opening outward and upward instead of forward.

Food Bills

What do families spend for food? It costs an average city family with two to six members, \$884 per person every week, according to a special CBS survey reported in The Financial Post.

Salesmen Wanted

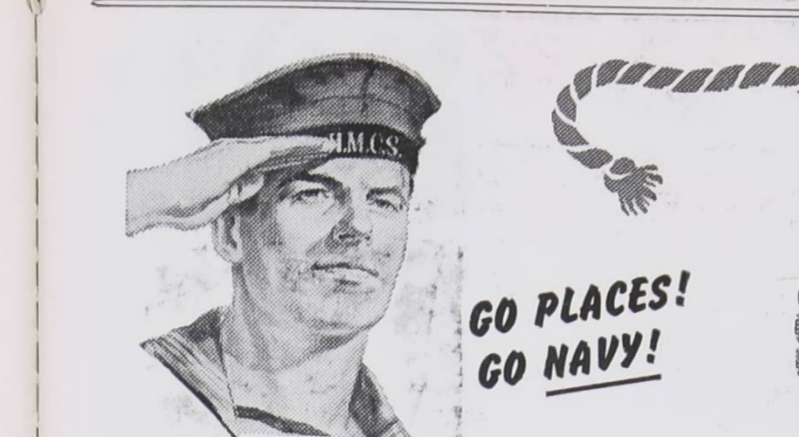
If you are eager, aggressive and anxious to make progress, you will be interested in a position as salesman in the Electrical Appliance Line where you can grow as fast as you make it.

Have you checked it lately?

ON THE FIRST PAGE OF YOUR SPOKESMAN, ON THE UPPER RIGHT HAND SIDE, APPEARS THE EXPIRATION DATE OF YOUR SUBSCRIPTION.

PLEASE CHECK, AND IF NOT UP-TO-DATE KINDLY SEND IN YOUR REMITTANCE OR CALL

2-5451 and our representative will call at your house The Drummondville Spokesman



THE ROYAL CANADIAN NAVY

The navy offers you excellent training in any of 50 specialized technical trades... a life of adventure and travel... a career with opportunities for advancement and a pension to be earned!

Get all the facts right here in

Drummondville NEW AMERICAN HOTEL January 30 to February 3 10 a.m. - 8 p.m.

Could You Use \$661.10?

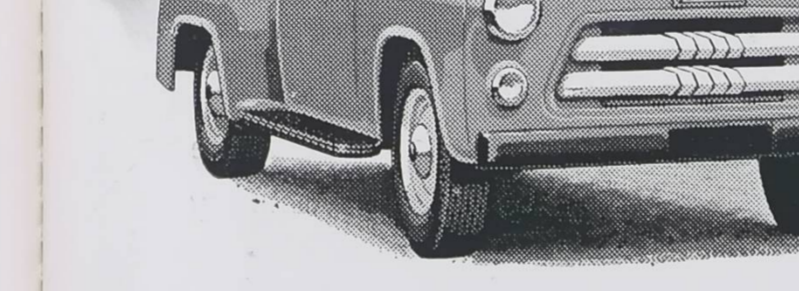
Just one example of our loans to \$1500. That means you have an even-dollar payment plan... 20 months at \$40.00.

Do you need a PERSONAL LOAN?

Our Personal Loan service offers loans for personal needs. Repayment by monthly installments.

THE CANADIAN BANK OF COMMERCE

I. C. Watson, Manager



See why these features make Fargo your best truck buy! Fargo trucks are packed with features that mean maximum return from every dollar you invest.

DESMARAIS AUTOMOBILE LIMITED BERNARD BOULEVARD DRUMMONDVILLE TEL. 2-5471

Importations Increasing

For the third consecutive month volume of women-made fabrics imported into Canada from the United States, in a single month, exceeded three million square yards.

Canadian Quiz

Of Canada's cities, which is at the highest elevation above sea-level? In a year how much capital is invested by the manufacturing industry in maintenance plus new plant and equipment?

Material prepared by the editors of Quick Canadian Facts, the pocket annual of facts about Canada.

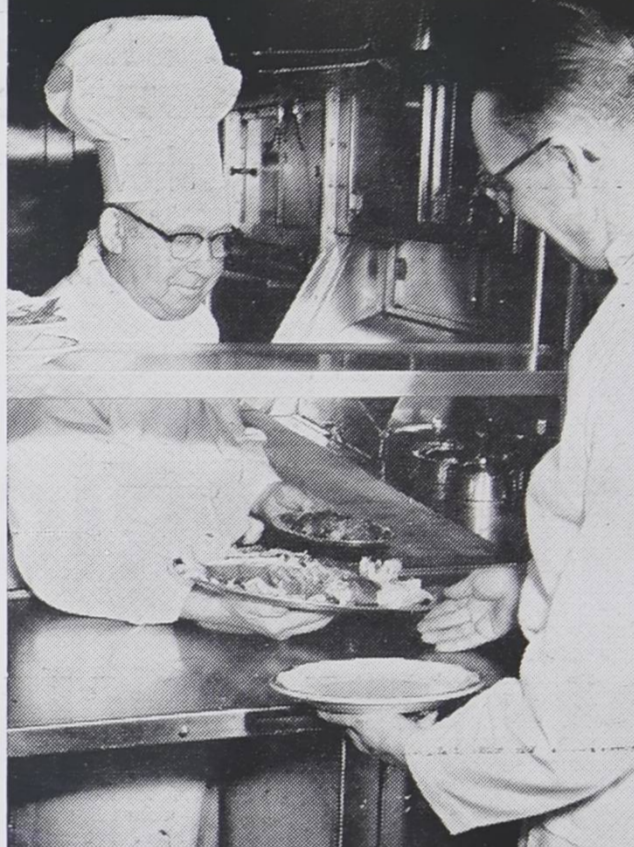
BRADING'S THIRD CONTEST

SCHOLARSHIP IS AWARDED! JOSEPH NORMAND TO STUDY AT COLLEGE SERAPHIQUE, THREE RIVERS



Joseph Normand, with the quietest calves born to one of the Holsteins at the Gasser farm in Valley City, Ohio.

THE "CANADIAN" CHOICE



Mr. M. A. Perry, Assistant Merchandise Manager, will take over as Merchandise Manager when Mr. G. B. Ritchie retires next September.

Immigration And Naturalization

Question: I refer to the United States two years ago and was admitted for permanent residence. Now I would like to shorten my stay in Canada to study. Would such an absence from the United States make it impossible for me to be naturalized five years after the date of my first entry?

Labatt Disputed

In Quebec In '56 The sponsors of the \$26,800 Labatt Open have today confirmed the date of the tournament which this summer will be held on the magnificent course of the Royal-Quebec Golf Club.

Labatt Disputed

There's a Fargo truck for every hauling job... panels, express, plus chassis-and-cab, chassis with full-line conventional models to accommodate stake, platform, and other special bodies.

AS RARE AS QUINTUPLETS AMONG HUMANS



Central from Canada: Above is the family of the five children born to one of the Holsteins at the Gasser farm in Valley City, Ohio.

Sets A Record

Asbestos, Que. — A locomotive driver on one of Canada's smallest railroads retired this month after setting a safety record which may be unique in Canada's railroad history.

The telephone rings and everything's OK

Many of the calls you make every day say "Don't worry!" When someone has to work late, or can't make a date, or has to cancel an appointment, the telephone lets other people know.

EAT BETTER, SPEND LESS SAVE MORE!

Look to the LEADER... A&P! To cut your Food Bills More! PRICES EFFECTIVE JANUARY 28, 1956

A&P advertisement listing various food items and prices: BAKED BEANS, MILK-KO, APPLE SAUCE, IONA PEAS, STEAKS OR ROASTS, VEAL LEGS, CHICKEN, BACON, ROUND BONELESS RUMP BONELESS SIRLOIN POINT BONELESS, FRESH LAKE SMELT, HADDOCK FILLETS, HADDOCK, FRESH FRUITS AND VEGETABLES, HEAD LETTUCE, RED GRAPES, CARROTS, SPINACH, MINCE PIE.

ELECTORS**PROPRIETORS
and TENANTS****of Drummondville**

Your Candidate



Me MARCEL MARIER

**IS IT NOT THE TIME TO COME BACK TO AN
ADMINISTRATION OF HARMONY AND CO-OPERATION**

To a council formed with a well-minded Mayor and Aldermen who may show signs of collaboration ?

Have you not got enough, even too much, of dictatorship of a Mayor anxious to lead alone, who rejects his councillor's opinion, conducts a one-man show and his aptitude to act wrongly.

LET'S BE REALISTIC! SERIOUS! SINCERE!**Me MARCEL MARIER****THE CANDIDATE OF EVERY CLASS IN SOCIETY...**

DOES NOT EXCITE groups one against the other.

WANTS harmony in council and community.

IS READY to sit with councillors who will be elected by vote-casters.

PROMISES but one thing : to have Drummondville granted with a healthy administration, progressive and careful for the best interest of you all.

DESIRES to co-ordinate everyone's efforts to promote industrialization within the limits of the City and help community towards progress.

WANTS to push dictatorship out of the City Hall and to bring to an end the circus-looking meetings which spread discredit on Drummondville and its whole population.

INDEPENDANT from any party and politic groups of any kind, Marcel Marier wishes good will to be unified to secure our City's future.

ARE YOU NOT FED UP WITH PROMISES ?

Over the past two years, we have had annexations of Ville St. Joseph and St. Jean Baptiste but credit must not be turned to Mayor alone as he pretends but to other Council members and many citizens as well.

BUT IN HIS FAMOUS MEMORANDUM

Dr. Michaud misled electors by promising an industrial committee involving representatives of any local group. Did you hear about that committee ?

Dr. Michaud confused you all by speaking of municipal management because the Manager was constantly tied up, unable to lift a finger without being ordered to do so by Mayor. That's why he resigned.

Dr. Michaud confused you again with his town-planning committee.

Dr. Michaud confused you with the railway crossing scheme.

Dr. Michaud fooled you with the budget. **Year 1954 ended with a \$17,217.60 deficit.**
What about 1955 ?

Dr. Michaud deceived you by speaking of graft, abuses and errors. What about the scandals at City Hall. "Let the robbers be pushed out of the church", Dr. Michaud used to say emphatically.

Dr. Michaud misled electors by saying he would fix the land-tax to \$1.75. Far from doing that, he imposed new ones : garbages, parcometers, etc.

And about committee sittings. There are much more than ever.

And about heavy industry ? Unemployment ?

Are you not fed up with Dr. Michaud's promises ?

With Me MARCEL MARIER**YOU WILL GET :**

- CO-OPERATION
- GOOD WILL
- WISE ADMINISTRATION
- COMPETENCE

ON FEBRUARY 1st, VOTE FOR Me MARCEL MARIER