







BRADING'S FOURTH CONTEST SCHOLARSHIP IS AWARDED!

PIERRE FOWLER TO STUDY AT COLLEGE STE. MARIE, MONTREAL



In the fourth of the current series of Brading's contests, Mr. Alexandre Montpetit, grand prize winner, has allocated the Brading's scholarship to Master Pierre Fowler of 16 St. Paul St., Ste. Anne de Bellevue. Pictured above is Rector Gerard Plante, S.J., Director of College Ste. Marie, where Pierre Fowler will study, receiving the scholarship cheque from Mr. Roland Ouellette of Brading Breweries Quebec Limited.

HERE ARE THE WINNERS IN THE FIFTH BRADING'S CONTEST

- List of winners for the fifth Brading's Contest, including Mr. Albert Carli and Mr. Lionel Ethier.

Table listing contestants and dealers for the Brading's Contest, including names and addresses in Montreal and Quebec.

ENTER THE CURRENT BRADING'S CONTEST TODAY - FULL DETAILS ON ENTRY FORMS AVAILABLE FROM YOUR LICENSED GROCER OR TAVERN!

\$300? \$1500? \$500? Sometimes More!

You're always welcome at NIAGARA. At Niagara we have the money you need in the amount you want. You may borrow up to \$1500 or more and take up to 24 months to repay...

Table showing monthly payments for various loan amounts (300, 661.10, 800, 1500) over 12, 15, 20, and 24 months.

NIAGARA LOANS BRANCHES FROM COAST-TO-COAST

217, Heriot St. DRUMMONDVILLE Tels. 2-5426 Branches in Trois Rivieres and Sherbrooke An All-Canadian Company In Over 65 Cities.

Fair Wages

Montreal. - The railways have taken the position that the present wages and working conditions of their non-operating employees are "fair and reasonable" and that existing collective agreements should be extended without change.

In a submission filed with the Conciliation Board hearing the dispute, counsel for the railways presented facts and figures to support their position that none of the unions' demands could be justified "in whole or in part" by any relevant yardstick.

They pointed out that the employees' average earnings are already higher than the average for all employed Canadians, and said that the railroads must improve their net earnings before they could afford to place their non-operating people in an "even more preferential" position.

Railway counsel told the Board the unions' demands added up to a 37-cent package that would cost \$159.4 million a year if extended to all CNR and CPR employees on an equivalent basis. This figure, they noted, was more than twice as much as the net rail income of CNR and CPR combined in 1955 - before meeting fixed charges and dividends.

"The fundamental issue in these proceedings," they said, "is what level of wages in the railway industry can be justified as fair and reasonable in light of all the relevant facts."

In establishing a proper criterion for determining this issue, the railways said, two basic principles must be recognized: 1) Wages paid should meet "a reasonable standard of adequacy" within the community in which the industry operates, and 2) Anything more than this must be limited by the industry's ability to pay.

They submitted that the only reasonable standard of adequacy for wages in the essential railway industry was one based on the whole Canadian community "because the railway industry operates on a nationwide basis serving all ten provinces."

Using reports from the Dominion Bureau of Statistics, the railways cited these figures on average earnings in 1954:

For all employed Canadians, including corporation executives and technicians as well as unskilled laborers - \$2,948.

For all railway employees, excluding executives - \$3,327.

For non-operating railway employees (excluding both executives and the running trades, highest paid of all railway wage-earners) - \$3,057.

With a margin of \$109 or 4 percent over the national average, the non-operating employees are thus in "a preferred position" at their existing wage rates, railway counsel asserted.

They told the Conciliation Board that a proper relationship between earnings and expenses was "crucial" for them and added that the proportion of their revenues going into wages was already excessive.

Payroll and pension expenses took 59.6 percent of all operating revenues of CNR and CPR combined in 1954.

DAUGHTER OF EARL ALEXANDER WEDS



Major social event in London was the marriage of Lady Rose Alexander, daughter of the former governor-general of Canada, to Capt. Crossman, member of the Royal Artillery. Lady Rose, shown with her father, Earl Alexander, attended school in Ottawa and McGill university, Montreal. The marriage was performed in Windsor Castle by special permission of the Queen.

Notice of Registration

Pursuant to the provisions of Article 1571d of the Civil Code, notice is hereby given to the registration in the Registry Office of the Registration Division of Arthabaska on the seventeenth day of January 1956, under the No. 115961 of a sale made on the fifth day of January 1956, by Georges E. Ling Limited...

Repair Rackets In TV Sets

Crooked TV repairmen now milk Canadian television set owners of over an estimated \$4,000,000 annually, Liberty magazine disclosed today.

TV manufacturers, dealers, and the majority of honest repairmen are combining to crack down on the fast-growing TV racket which are taking a giant bite out of the \$65 million Canadians spend each year on television repairs.

The Ontario Legislature is now considering a bill to curb cheating TV servicemen. If passed, Ontario would be the first province to protect owners with such a law. The bill is sponsored by the Radio Electronic Technicians' Association, an Ontario organization of reputable TV servicemen alarmed by the growing number of racketeers in their profession.

In a spot test by the magazine, nine out of twelve servicemen advertising "cut-rate" service charges were found to be either incompetent or dishonest, Liberty writer John Dalrymple charges.

S. C. Cowen, assistant manager of the Toronto Better Business Bureau, reports his office handled more than 3,000 inquiries and complaints about TV repairs last year. In Montreal, Jerry Clement, of Montreal Better Business Bureau, reports 200 inquiries and complaints monthly.

"Only 25 per 100 or repairmen are qualified technicians; 25 per 100 are capable under supervision; and 50 per cent could be classified

Welcome Words for Kitchener-Waterloo Dutchies



Undoubtedly the longest telegram sent to wish the Kitchener-Waterloo Dutchmen, who are representing Canada in hockey event at 1956 Winter Olympic Games at Cortina, Italy, good luck, was cable sponsored by Junior Chamber of Commerce in Kitchener, Ont. Seen in the hands of L. J. Logan, at left, traffic representative of Canadian Overseas Telecommunication Corp.; Joseph Cressman of the CPR, and John E. Dinkle, representative of the Chamber of Commerce, the 45-foot-long telegram contained 1,300 signatures, 2,824 words, including 53 words in the address and text. It took two hours to transmit it at a cost of \$311.

as overcharging through lack of experience or knowledge," according to H. G. Kinnear, of the Halifax Better Business Bureau.

Across the country the television industry is taking steps to weed out the racketeers from the ranks of TV servicemen, Liberty notes.

In Halifax, a Radio Television Technicians' Association formed a year ago, co-operates with the Better Business Bureau, and a licensing system for repairs is being discussed. In Winnipeg, the B.B.B. and the Retail Merchants' Association have worked with appliance dealers to prepare an effective code of ethics.

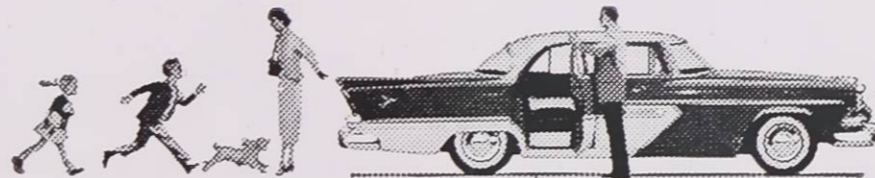
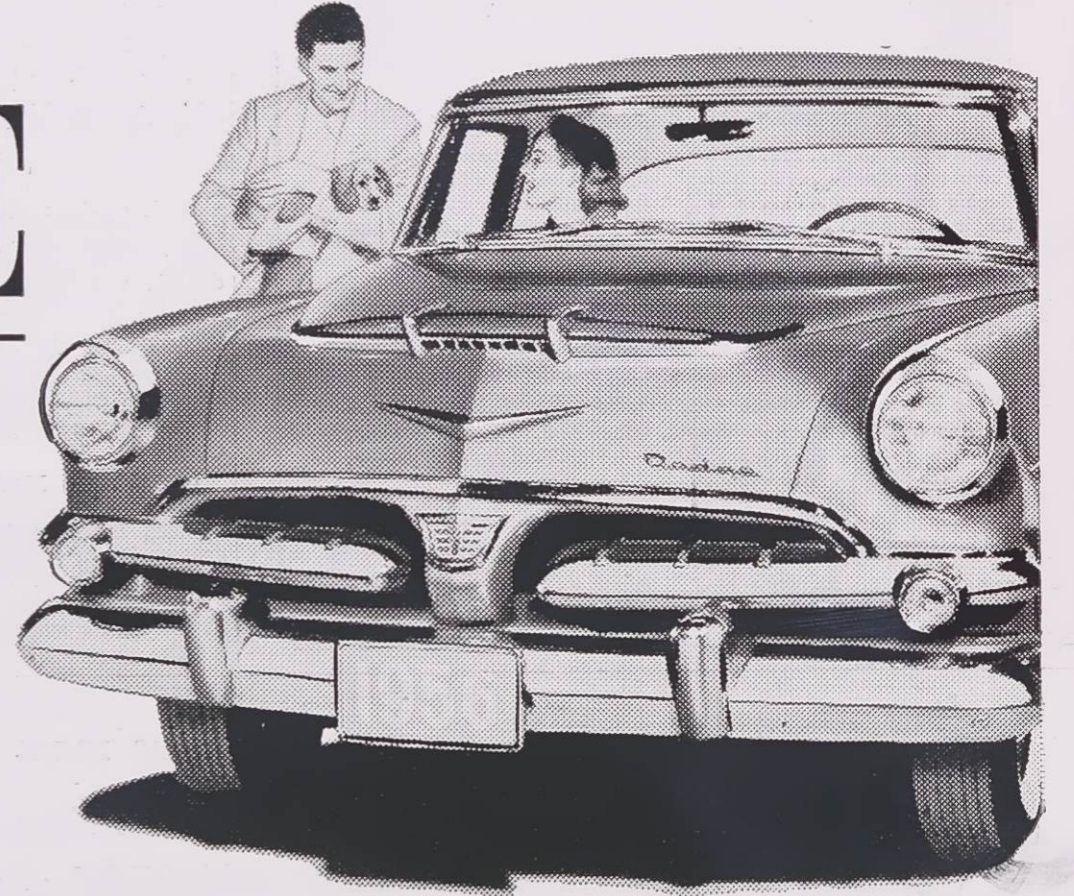
Recently the Radio Electronics Television Manufacturers' Association of Canada stepped up efforts

to halt a racket in used TV tubes. One manufacturer buys back old, worn-out tubes from repairmen to prevent them falling into the hands of gyps. Another manufacturer has offered \$1,000 reward for anyone forging the company name on old tubes.

Main reason cited for the rapid growth of TV rackets is the lack of well-trained technicians. According to the Liberty article, this situation is expected to improve by the end of 1956. Some 4,000 trained men will be graduated by Radio Electronic Television Schools alone in the next year. New training centres for servicemen have recently opened in Toronto, Vancouver, Montreal, Winnipeg, Hamilton, Quebec City, and London, Ont.

'56 DODGE

new glamour with V-8 'GO!



This dazzling new Dodge with the Forward Look brings new Flight-Sweep beauty to the lowest-price field... adds new push-button convenience to family motoring!

There's a grand new way to travel. It's the '56 Dodge!

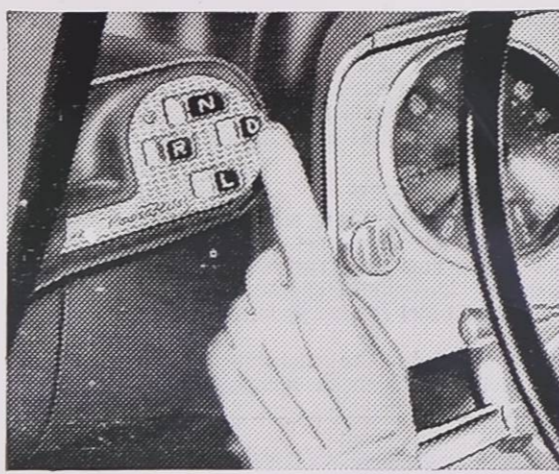
getaway of new Dodge 6 and V-8 engines with up to 200 h.p. You discover new zest in motoring as you thread your way smoothly through crowded city streets, glide safely over the open road. The whole family will appreciate the wide range of new safety features that bring new confidence to your driving.

In skyward-soaring lines that set the trend for tomorrow's cars—in every beautiful inch of this, the longest car in the lowest-price field—Dodge Flight-Sweep styling provides you and your family with a glamorous setting for motorcar travel.

Yes, here's glamour and go, '56 Dodge style. Visit your Dodge dealer soon and learn firsthand how easily this great new car can fit into your family budget.

Once behind the wheel, a push of a button, a touch of your toe, and you're on your way. New push-button PowerFlite\* sets in motion the nimble

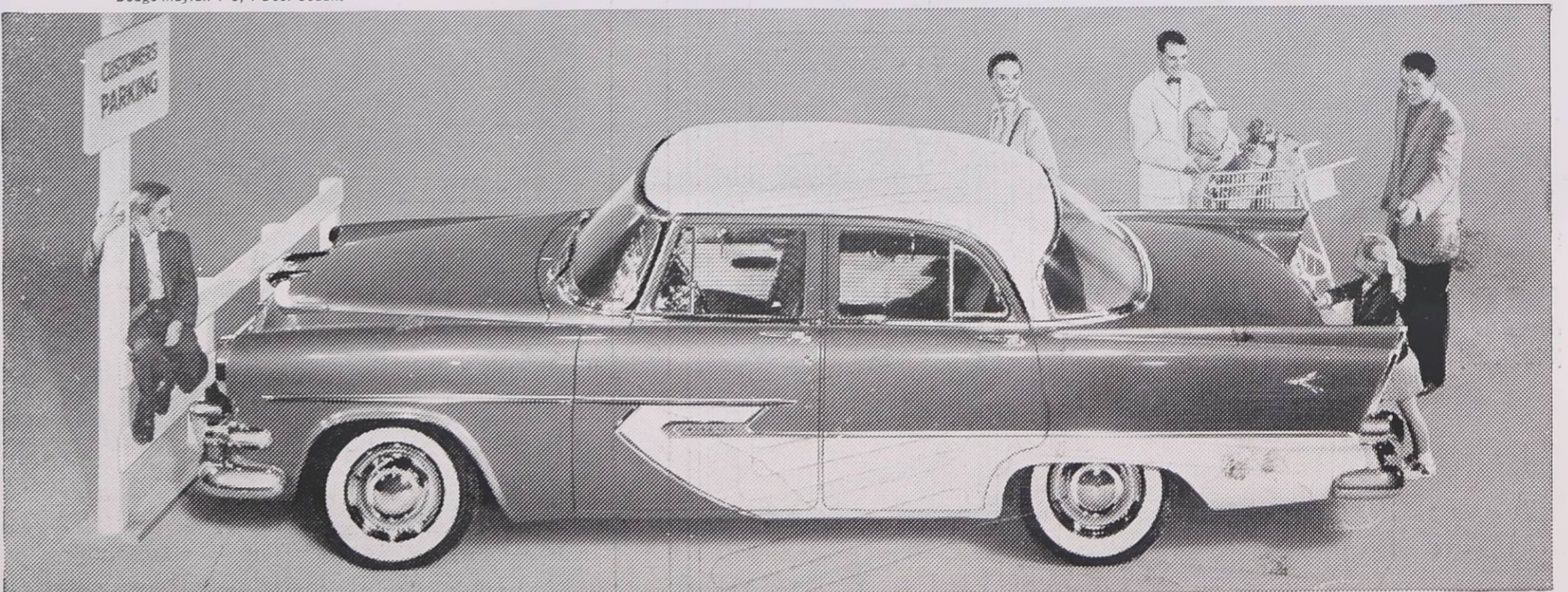
\*Push-button PowerFlite optional at extra cost.



With PowerFlite automatic transmission, you just push a button on this smart selector panel... step on the gas... and go! The panel is conveniently placed on the driver's left. It's lighted at night... you'll pick the right button at a glance. And there's no sleeve-catching lever!

Dodge Mayfair V-8, 4-Door Sedan.

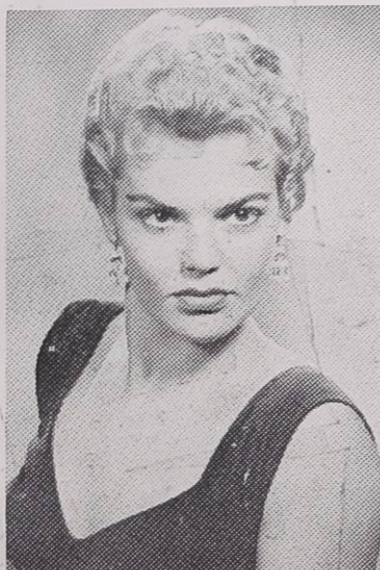
Watch Climax—Shower of Stars weekly on TV. Check your newspaper for date and time.



SEE or PHONE YOUR DODGE-DE SOTO DEALER... test-drive the new Dodge with the Forward Look

GARAGE DANEAU & DAVID LTEE. - 169 Marchand St., Drummondville ST-FELIX DE KINGSEY - GARAGE L. GIRARDIN

GLENNA JONES



One of the two dancers featured every week on "The Jackie Ray Show" on the CBC Television Network is Glenna Jones. She's been appearing on Canadian television for about three years, has also done work on many musical comedy and stage shows.