

Reader's Digest Says...

Andrew Mellon, collecting paintings for the National Gallery of Art in Washington in 1930-31, paid \$544,000 for Titian's "Venus with a Mirror"; \$475,000 for Raphael's "St. George and the Dragon"; \$339,000 for Botticelli's "Adoration of the Magi"; Mellon's top payment, according to the current Reader's Digest, was \$1,166,000 for Raphael's "Alba Madonna."

Since 1940 the rate of reported alcoholism in the United States has risen about 45 per cent among men and 52 per cent among women, says Quentin Reynolds in the current Reader's Digest. The Yale University Center of Alcohol Studies reported in January 1956 that there are now 4,589,000 known alcoholics in the United States.

This year about 50,000 homes will have to be moved from the paths of new highways or be wrecked. In the St. Lawrence Seaway area, or near any dam-building project, whole towns are on the move. But moving a house by today's methods, says the current Reader's Digest, does not necessitate removing furniture or even china. Pictures can stay on the walls; cups can be left hanging on their hooks; a full glass of water on a table won't spill a drop! In one recent instance, two four-family houses were moved half a mile. The eight families stayed in their apartments throughout, drawing water from a tank truck and electricity from a portable cable.

After church service in a neighboring town, I heard a member and a visitor discussing the new minister.

"Why did you let the other pastor go?" the visitor asked. "Oh, he was always preaching that if we didn't mend our ways we'd go straight to hell!" "But that's just what this new minister said today!" "Yes," replied the member, "but the other one acted as if he was glad!"

One question on an examination given to Royal Australian Air Force trainees posed this problem: "What is the first thing you would do if you were piloting an aircraft and the Queen of England fell out of the back seat?"

The answers varied a good deal. "I'd swoop down and try to catch her," said one hopeful.

"Committ suicide", said another. "Disappear", said a third.

The approved solution? "Adjust tabs to compensate for reduced weight in the rear section."

Applying for a position in a London office, a young woman readily filled in the first questions on the blank. But when she reached "Marital Status", she paused for a moment, then wrote: "Hopeful!"

Admiral Arthur H. G. S. B. Burke tells about the time during World War II when he received a frantic radio message from another ship saying that the flagship was shelling it. Burke radioed back: "We are stopping fire. Please excuse last four salvos, which are now on their way. I hope they miss."

— The Reader's Digest

Appointments by Dominion Dyeing

Walter Schaffeler, whose appointment as treasurer and an officer of the company has been announced by Mr. P. A. Holi, President of the Dominion Dyeing and Printing Company. Mr. Schaffeler joined the company 25 years ago and has held the position of Chief Accountant for a number of years. He is member of the Quarter Century Club.

Joseph Pulichino has also been appointed to a new position and this month assumes the superintendency of the Drummondville plant. He is also a member of the Quarter Century Club and has been chief chemist, in charge of dyehouse operations for many years.

NORTHLAND RAILWAY PROSPERS



The Ontario Northland Railway runs from Cochrane to Moosonee, on James Bay, the province's only seaport. For years the rail line was called one "that never should have been built," but the time-table held by Mary McDonald tells a story of today's prosperity. The line is now hauling about 10 times as much as it did 10 years ago, much of it strategic supplies for Canada's radar line. The train, hauling 46 cars, will stop for lone passengers signalling from the right-of-way, and often for moose dozing comfortably on the tracks.

— Central Press Canadian

The DRUMMONDVILLE Spokesman

Journal Dedicated To Free Speech
DRUMMONDVILLE, FRIDAY, MARCH 16th, 1956

Family Annihilated by Explosion Tuesday



The Aftermath of a Careless Mechanic: Four Die in an Explosion at Drummondville Tuesday Morning.

The whole family of Victor Parizeau, two adults and two children, were killed early Tuesday morning at Drummondville when a motorcycle which was being repaired by Parizeau suddenly exploded in a modest house located on North Shore. There was no witness of the alert when he saw smoke coming out through windows. Parizeau, his wife and their two young children, Andre, 3, and Marcel, 2, were already dead when firemen rushed on the site of the explosion.

Apparently Parizeau was repairing his motorcycle in his house when the inflammable liquid he presumably used provoked a terrible impact. Three bodies were scattered in the kitchen while the last was found in a room. Damages explosion kushed the victims to the property were relatively low. Police believes the strength of the conscious so they couldn't escape from death.

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A Failure At Government Level

Mercury-Chipman Knit Ltd., a Hamilton knitting firm, deserves sympathy for its current difficulties and credit for the manner in which it has faced them.

The company, after a long fight against the adverse conditions which have been common in the Canadian textile industry since 1950, went into receivership last October and recently announced the sale by auction of the machinery and other equipment of the plant which once employed about 600 people.

The receivers and the management of the company have made every effort to ease the impact of the shut-down on the employees and other interested parties. The shut-down was planned to take place gradually over a period of time, and major hardship to employees who had to find other jobs was avoided.

The great pity of the whole situation is that the difficulties of the firm were not due to inefficiency, mismanagement or the lack of public demand for textiles and textile products.

They were due, in large measure, to a lack of appreciation at Federal Government level of the nature and extent of the recession experienced by the Canadian textile industry in recent years.

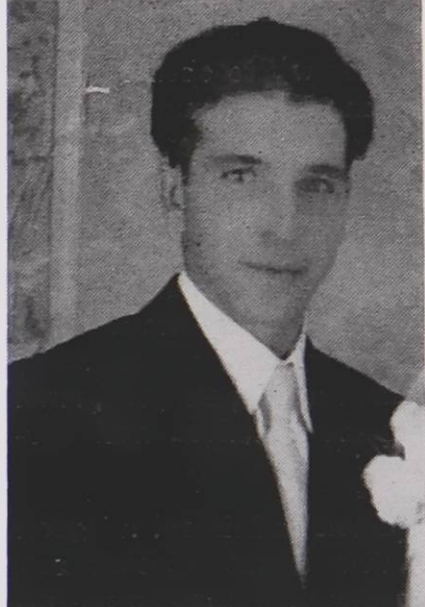
It Is Safe To Fly Ocean

Every 18 minutes an airplane completes a crossing of the North Atlantic or Pacific Ocean. Since 1948 there have been approximately 145,000 regularly scheduled passenger flights across these vast expanses of water.

How many lives have been lost from landing in the ocean during that time? "On the North Atlantic route, no passengers, two crew members," states Robert N. Buck, long a commercial-airline captain, in the April Reader's Digest.

"Ditchings" in transoceanic flight have been rare the world over. But if one should ever be necessary, both pilots and planes are now well prepared, carrying life-saving items that includes rafts, individual life jackets, emergency radio transmitters, chemical fresh-water maker, fishing tackle to supplement food rations, flashlight, compass, book on navigation and the stars, shark-repellent, flares, dye to put in the sea to make a huge area of bright color which can be seen a long way off, and even a special reflector which makes it easier for the radar of a search plane to find you.

It should be remembered, says the Digest article, that all airplanes flying major ocean routes have four engines. If one engine fails, a plane can easily continue on the remaining three. If another fails, you can get home on two. The chances of double failure are remote, says the author. "In 13 years of ocean flying, I have had only three cases of engine failure, and each time only one engine was involved."



The above photographs were shot shortly after the death of four, all members of the same family. Mr. Victor Parizeau, his wife and their two children died when a motorcycle being repaired by Parizeau suddenly exploded. The tragedy occurred at Drummondville Tuesday morning.

Fire Station Discussed Again

Wages Of Crime

By Joseph Lister Rutledge
From the news of the week in which this is written there comes the story of a youth of twenty-four who for the next twelve years will look at the opportunities of the world from behind bars. Twenty-four years is an age that opens doors wide for almost any achievement, but Patrick Pealow didn't see it that way. The opportunities he saw suggested effort, and in his book effort didn't pay enough. He wanted results fast and in volume so he combined with two companions of like mind to rob a bank. Patrick Pealow's share of loot from the bank hold-up was \$635. For that sum he will now put in twelve years, twelve penitentiary years. His effort thus paid off at \$56 a year, or about a dollar for a forty-hour week. Maybe they think that this is better than working, these young punks, and others not so young. Maybe they even convince themselves of that for the days or weeks until the law gets its nose on their trail. But the pay-off is sure and it is also meagre. You'd have to look a long way today for a spot in the world paying less than twenty-five cents a day, not to mention the monotony of twelve years behind bars.

Good Month For Textiles

Activity in Canadian cotton textile mills during February reached the highest level since 1951, for the month. However, the level of activity is still below the pre-recession levels of 4 or 5 years ago. Last month, Domestic mills opened 34,222 bales of raw cotton (500 lbs. each) compared with 32,510 in January and 31,222 in February 1955. Activity is being maintained at the improved levels of the latter part of last year, but is still below the postwar peak.

The Municipal Garage Does Not Seem Large Enough.

The project of a new fire station in the downtown district popped up Monday night during a municipal session presided by Mayor Marcel Marier. The councillors were then studying a resolution carried out by the Businessmen's Association, resolution asking for organization of a new station in order to increase safety against fire and avoid delays as it happened when city is literally cut in two halves by railway barriers as trains go through Drummondville. Somebody pointed out the municipal garage mentioned as a potential spot for a new station, is not large enough as a matter of fact, so that would mean enlargement of the premises. Meanwhile, police and fire committees are digging into the problem together with Chief Conrad Proulx. Councillor Maurice Sigouin said the financial situation in this very moment can't allow such expenditure. The possibility of enlarging St. Joseph station was also discussed but for the time being, solution appears to be far away.

At the Chamber of Commerce



Last Monday, at Manoir Drummond, the local Chamber of Commerce was the host of Mr. J. A. Page, president of Southern Canada Power, who delivered an address respecting his company's activities. Here on first row we see from left to right: Messrs. George Haggerty, vice-president of the Chamber, J. O. Montplaisir, director of S.C.P., J. A. Page, speaker, Rene Lapierre, president of C. of C. 2nd row: Paul Theroux, past president of Junior Chamber, J. P. Marceau, manager at Drummondville, M. Dansereau, adjoining director, E. R. Sicotte, Benoit Vanier, members of the industrial committee, Gaston Montplaisir, chief clerk of the City and secretary of the C. of C., and Mr. Louis Moore, of S.C.P. (Drummondville).

Exporama '56

The Chambre de Commerce de Montreal announced today its complete programme for the forthcoming Exporama '56, the giant industrial exhibition which it will present April 5-15 at the Montreal Show Mart in cooperation with the provincial Department of Trade and Commerce.

Seven special "days" will be held during this "spectacular" of Quebec's industrial growth.

The Chamber, whose purpose is to make Quebec's industrial achievements better known and understood by means of this exhibition, will launch Exporama '56 with a preview, to be held on the eve of the opening, at which representatives of the provincial, federal and municipal governments, the magistrature, the universities, the school commissions, the newspapers, the radio and T.V. stations, and the professional and industrial associations, will be invited. A musical programme will be presented by the Disciples of Massenet and by an orchestra under the direction of Maurice Meerte.

Here is the complete programme for the eleven days of the exhibition as announced today by Charles Goulet, D.M., chairman of the Reception Committee of Exporama '56. Exporama '56 will be open to the public each day, but the programme will also include the following special "days" and receptions:

THURSDAY, APRIL 5th:
Public opening of Exporama '56. All Businessmen's Associations in Quebec will be represented at a "Business Day". In the evening: a reception will be held for the Honourable Gaspard Fauteux, Lieutenant-Governor of the Province of Quebec.

FRIDAY, APRIL 6th:
Workers' Day, under the combined chairmanship of J. Redmond Roche, MLA for Chambly and Parliamentary Assistant to the Minister of Finance; Claude Jodoin, President of the C.L.C., and Gerard Picard, President of the C.C.L.

MONDAY, APRIL 9th:
Municipalities' Day, under the honorary chairmanship of the Honourable Yves Precoat, Provincial Minister of Municipal Affairs. At 11:00 a "Vin d'Honneur" will be offered to the 300 delegates at City Hall by His Worship the Mayor of Montreal. At the Municipalities' luncheon, the speaker will be the Honourable Wilfrid Hamel. In the evening: a reception will be held for the Ambassadors and the members of the Consular body.

TUESDAY, APRIL 10th:
Weekly luncheon of the Chamber de Commerce de Montreal. The speaker will be the Honourable Paul Beaulieu, Provincial Minister of Trade and Commerce.

WEDNESDAY, APRIL 11th:
Religious Institutions' Day. His Eminence Paul-Emile Cardinal Leger will visit the exhibition at 3:00 p.m. and will be presented with gifts from various exhibitors for his charities.

In the evening: A reception will be held for the dignitaries of the other denominations.

Admission will be free throughout the day for church representatives of all denominations.

THURSDAY, APRIL 12th:
A reception, presided by the Honourable Paul Beaulieu, will be held for the various Chambres de Commerce throughout the Province of Quebec.

In the evening: A reception will be held for the Chambre de Commerce des Jeunes du District de Montreal, under the auspices of the Honourable Paul Sauve, Provincial Minister of Youth and Social Welfare.

FRIDAY, APRIL 13th:
Armed Forces' Day. General Charles Foulkes, CB, CBE, DSO, CD, Chairman of the Canadian Chiefs of Staff, will review a special tri-service detachment. A reception will be held for all high ranking officers in the Province of Quebec.

Commenting on the programme, Louis-A. Lapointe, Q.C., chairman of the Exporama '56 Committee, added that Quebec's textile industry, which is one of the most important in the country, will play a major part in the exhibition. The textile industry will have a number of exhibits, and will also present continuous fashion parades throughout the exhibition.

Mr. Lapointe also announced that many cities in the Province of Quebec will take part in the exhibition, which organizers hope will be "the event of the year."

ON HOLIDAY



—Central Press Canadian
Sir Winston Churchill arrives at the airport in Nice for a rest on the Mediterranean coast. In contrast to his days of power in office, he was greeted by a small group of friends and officials.

The DRUMMONDVILLE Spokesman

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DRUMMONDVILLE, FRIDAY, MARCH 16th, 1956

The Money Secrets of 5,000,000 Canadians

More than 95 per 100 of Canadians use credit in one form or another, and 85 per 100 of these are excellent credit buyers. They meet payments promptly with little or no prodding. But the other 15 per 100 are the ones who give Canadian merchants sleepless nights, and are the people largely responsible for the existence of 85 affiliated credit bureaus stretching from B. C. to Newfoundland.

According to Arthur Bullied, manager, Associated Credit Bureau of Canada, writing in the current issue of Liberty Magazine, Canada's 85 credit bureaus have the financial record of more than 5 million Canadians on file. They are able, within a few minutes to advise a merchant whether to let you have that new TV set for a little money down and the rest on time payments, or to refuse you credit. Their purpose is to protect stores from a minority of the population — about 5 per 100 — who can't be trusted.

Although most credit reports on new customers are short, verbal affairs given to the merchant over the telephone, the credit bureaus, if asked, could tell the merchant these secrets: your full name and address; phone number; age; nationality; number of dependents; name of your employers; whether you are a steady worker; how long you have been employed; tell him about your earlier employments; whether you had figured in any law suits; advise him of your employer's opinion of you; whether you had ever faced criminal charges; your estimated worth and what it consisted of; whether you own your home, rent, or board; name of your landlord; any extra income; where you had credit dealings before; and how promptly you paid.

How many times is this information asked for?

In Toronto, alone, there are over a million reports on file, and the credit office there handles over 1,000 phone calls a day.

You usually begin a report yourself when your first apply for a charge account, or wish to buy a TV set, say, on time. After identifying yourself, and giving such information as your age, address, employment, and salary, the information is forwarded to us. From then on we're informed about your purchases, and how long it takes you to pay.

What if you've never bought anything on credit? If you've ever borrowed money from a bank, a finance company, or taken

a mortgage, it's likely the credit bureau who asked to investigate you. Credit bureaus rely for information on court records; registry offices, banks; non-responsibility notices; and announcements of births, marriages, engagements, and deaths. Landlords, social clubs and corner grocers also provide needed details.

Despite the many opportunities to renege on payments, only about 1 per 100 of Canadian credit-buyers are listed as "dead-beats". Another 10 per cent is made up of those lacking money sense, such as the young married couple, making payments on a washing machine, refrigerator and living-room suite, who decided to get a TV set.

"How can you make payment on what you already have, and a TV set besides?" asked the merchant who granted them the earlier credit.

"Simple", said the wife. "If we let the other three payments slip for a month, we'd save enough money for a first payment on a TV set!"

The remaining 4 per cent of Canadians are honest, but need prodding before paying.

Most large firms in Canada with a credit policy — particularly department stores, jewelers, and furniture stores — are members of the bureau. Garages, finance companies, banks, insurance companies, doctors, dentists, and lawyers also use the credit bureau services. Employers sometimes check credit ratings, and often ask for details about character and ability. Landlords of more exclusive apartment blocks use reports for screening tenants. Even parents of marriageable daughters sometimes request reports on suitors.

Despite the credit bureau's wide experience — the first Canadian credit bureau began in 1922 — they still can't give an accurate description of a poor risk. But they've a list of danger signals:

People in a big hurry to obtain credit, when we can't get much information about them; those opening a host of new accounts on a small income; those who go out of their way to prove they are good risks; those living in hotels, with friends, or in rooming houses; "business" people who only rent desk space or telephone service; salesmen who work on commission only; those in glamorous, but ill-paid jobs, such as dancing instructors, models, and chorus-girls.

How do you earn, and keep, a good credit rating? The credit bureaus say that it's not how big your income is, but how steady it is, that really counts with them. They say:

A person who uses credit, and pays promptly, has a better credit rating than one who always pays cash.

Analyze your credit purchases in the light of your income. Pay bills promptly. If you can't pay the whole bill, pay a part — no matter how small.

If you can't see any possible way out of your debt dilemma, explore the possibility of some form of consolidation.

If you adhere to these rules, say the members of Canada's credit bureaus, your rating will always be "A-A", or "As Agreed".

For one young lady, for one year...



THE ROYAL BANK OF CANADA

Even this picture doesn't show all the children's clothes you have to buy. And then there are things like birthdays, and bicycles, and the dentist... It's no picnic, handling the purse-strings for a growing family. But it's a lot easier if you can just keep ahead of your shopping list, instead of behind it. And the practical way to do that is to deposit a regular amount, each month, in a Royal Bank savings account. As your savings build up you can go ahead and buy things as you need them... pay cash if you want... pick up bargains, too. You can get started, at any branch of the Royal Bank.

MONTREL BLANKETTED BY SNOW



—Central Press Canada

Montreal residents were advised to start out half an hour earlier than usual for work when 16 inches of snow were dumped on the city by a storm which moved eastward from Ontario and then blew into the Atlantic. Even half an hour was not enough for television singer Joyce Hahn, who here sits by a curb, tumbling a ride. Three persons are known to have died as a result of the storm.

Drawing Competition Soon

The Provincial Committee for the Prevention of Tuberculosis is organizing a drawing competition, to be held in all artists of the Province of Quebec. First prize: \$200.00, Drawing Contest; Second prize: \$100.00, Provincial Committee for the Prevention of Tuberculosis; Three prizes of \$50.00, Ecole des Beaux-Arts of Quebec, 37, St-Joachim Street, Two prizes of \$25.00, Quebec City, P.Q.

In order to give these diverse mediums a character more in keeping with the mentality of Quebec, the committee has organized that contest which will provide a splendid opportunity for all artists to create original and artistic publicity.

Easter Time At The Corner

Montreal, March 16 — Easter for most people is on its way when they see spring hats and chocolate eggs appearing in shop windows, but to one office in Montreal the holiday period is virtually here already.

Anyone who listens at the door of the reservations bureau at Central Station will soon realize why. On a long desk at one side of the office a dozen telephones are buzzing. On the other side is a bank of clattering teletypes, and

through it all comes the mummur of voices. To spend any time there you would think all Montreal was on the move. The growing Easter reservations alone indicate a full migration.

The bureau's staff of 25 works two shifts between 7 a.m. and 11 p.m., and most of them are handling telephone calls. These come in at a rate of more than 3,000 a day. As well as regular requests for berths, bedrooms and parlour car seats — not to mention tour accommodation to all parts of the continent — calls come from people with particular problems.

It might be a businessman's urgent need for reservations taking him on United States lines as well as the CNR, or perhaps a request to cancel a series of reservations someone may have made when under-uncertain of his exact travelling date. The bureau with its facilities can handle them quickly, operating, as it does, through weekends as well as weekdays. And no one is any quieter than another. With Mont-

real the busiest centre in the whole CNR system, hundreds of trains are originating here and passing through every week.

The teletypes in the bureau have direct wires leading to Ottawa, Toronto, Halifax, Moncton and Campbellton. Telegrams are coming and going on them all the time, with many more being handled through Canadian National Telegraph offices. Normally the total averages 300 outgoing and 300 incoming daily. With the Easter rush they are stepped up to rates of 400 and 400, and on peak days reach 500 and 500.

Supervision of the bureau is Harry R. Witcheil, who has been looking after the interests of travellers for 35 years. His assistants are Miss Simone Fontaine and Paul Samson, who take over on alternative shifts. Mr. Witcheil says more and more are taking Easter vacations now, and the totals are getting well past Labor Day's traditional high figures.

"At this stage I have already ordered 100,000 tickets for New York, and 10 sleepers

and 10 parlour cars to take Montrealers to Toronto. With good weather, here, we'll handle record crowds through every week."

Directors of agricultural societies have said that 4-H Club Week has reviewed the local fair and turned it to the farmer.

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MAKE IT A HABIT TO "LOOK IN THE YELLOW PAGES"

CRU APPROVES CHANGE IN TOUCHDOWN POINTS



—Central Press Canadian Press

It's always springtime in Vancouver, or says Bill Clancy, left, as he peeps out from behind a mass of spring blooms. Clancy, one of the supermen who won the 1955 Grey Cup game for Vancouver, displayed a bagful of tricks to delegates to the Canadian Rugby Union's annual meeting in Toronto. Despite his persuasive tactics, CRU delegates awarded the 1956 football classic to Toronto. They were slightly influenced by the TV offer, reportedly \$80,000, offered if the football classic is played in Toronto. The TV offer is \$33,000 more than the CRU received last year coupled with increased ticket prices, the total revenue would more than offset the extra seating capacity of Vancouver's Empire stadium.

TCA Surplus

MONTREAL — A net surplus of \$100,000 was carried in 1955 by Trans-Canada Air Lines, it was disclosed today when the company's annual report was tabled in the House of Commons by the Rt. Hon. C.D. Howe, Minister of Trade and Commerce.

The report, signed by TCA President G.R. McGregor, said this was the fifth year in a row in which a surplus was recorded. The company carried the heaviest passenger, cargo and mail loads in its history as it participated in the growing economic strength of Canada. At the same time, contributed to the national development. Among the year's highlights mentioned in the report were TCA's introduction to North America of prop-

Viscounts Normally, he said, it can be expected that a new type of aircraft will present some operating problems when first introduced to service. The Viscounts, however, provided few such difficulties and from both the operations and traffic viewpoints proved excellent in the long range aircraft. Passenger reaction to the new equipment was enthusiastic and Viscount load factors were uniformly high throughout the year.

On November 1st, the airline expanded its services in Quebec and northern Ontario, following a major route exchange with Canadian Pacific Airlines. Under the terms of the agreement, TCA relinquished its operation between Toronto and Montreal City and in return, received operational rights into Quebec City, Saguenay, Seven Islands, Val d'Or, Rouyn/Noranda and Earlton. This permitted the inclusion of those communities in the national route pattern. Service between Quebec City and the Maritime provinces was provided for the first time.

Following construction of a new airport at Timmins, service began to that community on April 1st. No basic changes were made in TCA's fare structure in 1955. Since 1947 there has been an overall decrease in the average passenger fare, in direct contrast to the rising consumer price index. Mr. McGregor stated that air travel cannot be regarded today as an expensive means of transportation. Its price has become increasingly competitive with that of surface transportation, particularly since the introduction of tourist service which, in 1955, accounted for 32 per cent of all TCA passenger traffic. Last year, tourist service was extended to the southern routes and family fare rates were applied to North Atlantic travel.

TCA provided extensive facilities for air shipment. Not only was cargo carried on the more than 150 daily scheduled flights, but the scheduled all-cargo service, which previously terminated at Winnipeg, was extended to Vancouver, with the substitution of North Stars for Bristol Freighters aircraft as planned. As the converted North Stars each capable of carrying nine tons of goods, were able to provide a better and more economical service than the company's three Bristol Freighters.

Six trans-continental passenger flights were scheduled daily during the winter season of peak traffic, four first-class and two on a tourist basis. A seventh flight operated between eastern Canada and Alberta cities. The Super Constellations provided an "express" service between Vancouver and the eastern terminals, with an intermediate stop only at Winnipeg; while other flights served a number of cities to ensure a wide availability of trans-continental air transportation. There was also a general increase in frequency of flights on the shorter inter-city routes. Eight flights operated weekly across the Atlantic during the summer.

On April 1st, TCA introduced Viscounts aircraft of the turbine-propeller type between Montreal and Winnipeg and three days later extended them to transport service between Montreal and New-York. By November 1st the Viscounts were serving fourteen cities and flying trans-continually between Montreal and Vancouver. Introduction of the Viscount made possible the provision of a still better mode of travel and a substantial increase in available accommodation.

The TCA President drew attention to the satisfying performance of the

the latter were sold together with the single DC-3 cargo liner.

The trans-continental all-cargo service was operated five nights weekly and although loads by no means approached available carrying capacity, it was hoped, said Mr. McGregor, that the existence of the long range aircraft. Passenger reaction to the new equipment was enthusiastic and Viscount load factors were uniformly high throughout the year.

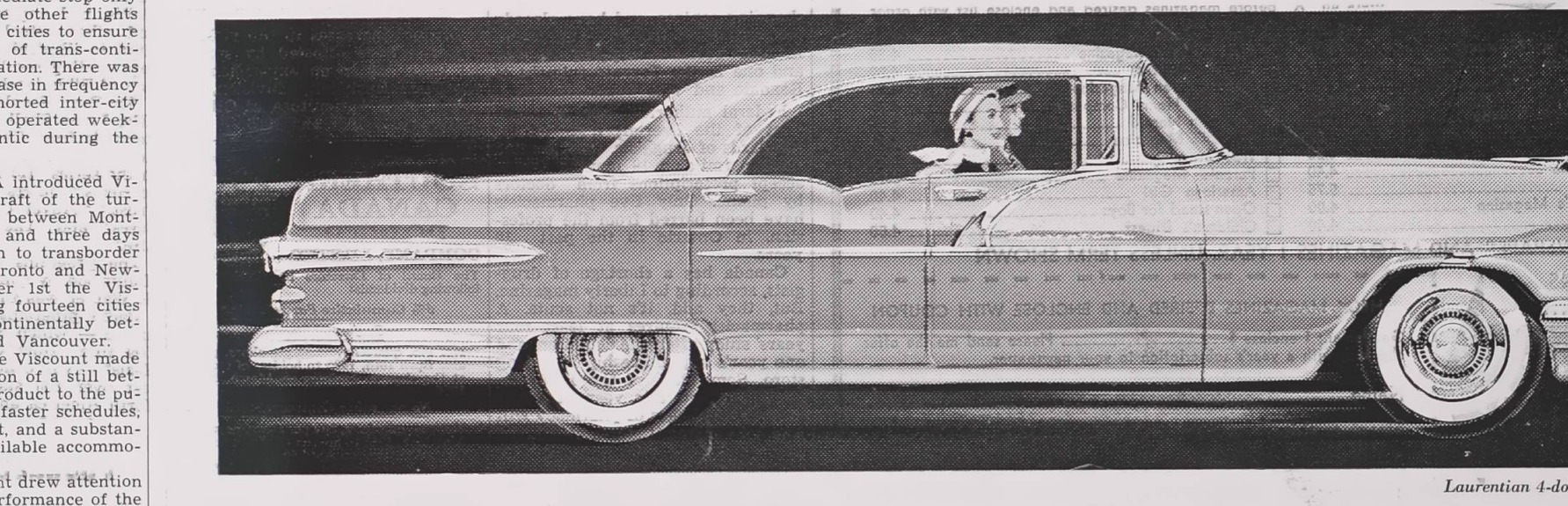
At the end of 1955 TCA was operating on 22,174 miles of air routes in Canada and to the United States, the British Isles, Continental Europe, Bermuda and the Caribbean. TCA said the report has from the outset recognized a responsibility to provide a balanced service to Canadian communities both small and large. In 1955, the company operated to twelve cities having a metropolitan population of between 25,000 and 100,000 and fifteen cities of less than 25,000 population. Few of the continent's scheduled airlines provide service to such a high proportion of communities having a relatively small traffic potential.

TCA's ground facilities were extended and improved in a number ways. Several new ticket offices handling the increased passenger traffic telephone answering facilities were further expanded to ensure reservations service. At Winnipeg, the company constructed a new and commodious Stores Building.

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HERE THEY ARE

LAURENTIAN 4-door Sport Sedan

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Come and see them! This is low-cost luxury as you've never seen it before. These brilliant new '56 Pontiacs present a magnificent new approach to exterior styling... From the massive new contoured bumpers through Pontiac's distinctively long and low silhouette, to the cruiser-like rear deck. And you'll see the most sweeping selection of colors and combinations in the industry today!

Come and drive them! There's a fabulous new "feeling" of might to these low-priced beauties—a fluid feeling of controlled power and safe, certain performance that's yours only with the '56 Pontiacs. Because Pontiac's stepped-up power is mightier by far than any other car in its class. Yet, from behind the wheel, as to the eye, Pontiac for 1956 stands supreme in its glamour—and unequalled in its "go"!

Come and buy them! Compare these low-cost Pontiac's feature for feature, with any other car on the road today. You'll find that dollar for dollar, they offer unbeatable value. From the true economy of the Pathfinders to the distinctive Pathfinders Deluxe and the luxurious beauty and power of the Laurentians, Pontiac gives you the most for your money... stands head-and-shoulders in value above all competition!

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LAST WEEK ANSWER

- ACROSS DOWN 1. Point of land 2. On the left side (noun) 3. Wharf 4. Outfit 5. Lettuce 6. Inlet 7. Of Perla 8. Man of learning 9. Russian title 10. Canadian province (abbr.) 11. Battle formation 12. Middle 13. Those in office 14. Dishes 15. Cover 16. Pile 17. Barnum 18. (abbr.) 19. Those in office 20. Those in office 21. Dishes 22. Breeze 23. Him 24. The River 25. In a money (Mth.) 26. Dandelion 27. Wedding birds 28. Roman money 29. Departs 30. Wilches 31. Soothing 32. Fermented 33. Hole 34. In a needie

Grid for crossword puzzle answers.

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SEE YOUR FAVORITE DEALER OR... SOUTHERN CANADA POWER

Canadians Spend \$347,000,000

Seven thousand licensed pharmacists in Canada 4,539 drug stores and 32 million prescriptions for ailments of Canadian citizens. The total cost of these prescriptions will be the staggering \$347 million, but the average price per prescription will account for 20% of your drug bill—total sales—an increase of 15% in the last twenty years.

Druggists agree with the two out of every three Canadians who think the cost of drugs is too high, but they say that the initial cost of getting a prescription filled is relatively cheap, compared to the hospital expenses that would be incurred with-out many of the new wonder drugs today. In 30 years, the reduction of deaths from pneumonia has been 61%; maul mortality has dwindled 85%. Total cost for other illnesses sits at five wine-colored stools

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THIS NEWSPAPER FOR ONE FULL YEAR, WITH . . . OFFER No. 1

2 MAGAZINES FROM GROUP B **\$3.75**

OFFER No. 2 3 MAGAZINES FROM GROUP B **\$4.10**

OFFER No. 3 1 MAGAZINE FROM GROUP A 2 MAGAZINES FROM GROUP B **\$4.95**

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Mark an "X" before magazines desired and enclose list with order.

GROUP A	GROUP B
Redbook Magazine 1 Yr. \$1.00	McLaren's Magazine (12 issues) 6 Mos. \$1.00
Canadian Home Journal 1 Yr. 1.00	Canadian Home Journal 1 Yr. 1.00
Canadian Family 1 Yr. 1.00	New Liberty 1 Yr. 1.00
Canadian Digest 1 Yr. 1.00	Family Herald & Weekly Star 1 Yr. 1.00
McCall's Magazine 1 Yr. 1.00	Canadian Family Review 1 Yr. 1.00
True Story 1 Yr. 1.00	Health 6 Issues 1 Yr. 1.00
Canadian Homes & Gardens 1 Yr. 1.00	Free Press Weekly Prairie Farmer 1 Yr. 1.00
Popular Science 1 Yr. 1.00	Farmer's Magazine 1 Yr. 1.00
Sports Illustrated 1 Yr. 1.00	Canada Postman 1 Yr. 1.00
Photoplay 1 Yr. 1.00	Farmer's Advocate 1 Yr. 1.00
Mademoiselle 1 Yr. 1.00	True Experiences 1 Yr. 1.00
Parents' Magazine 1 Yr. 1.00	Note—Farmer's Magazine to farm addresses only

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American Digest 3.00	Inside Detective 4.00
Chateleine 3.40	Flex and Willowdale 4.25
Everybody's Digest 3.40	Woman's Home Companion 4.25
Hunting & Fishing in Canada 3.00	McCall's Magazine 3.90
Child Life 4.50	True Story 3.80
Flower Grower 4.25	Reader's Digest 3.80
Redbook Magazine 4.40	Home, Only Five Pharmacies 4.40
Collier's Weekly 5.75	American Girl 4.40
Humphrey Dumpty's Magazine 4.40	Open Road for Boys 4.40
Outdoor Life 4.40	Open Road for Girls 4.40

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gentleman: I enclose \$. . . Please send me the offer checked, with a year's subscription to your newspaper.

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Street or R.R. _____

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Fill in and mail today!

Styling stand-out wherever you drive... proudest performer on the road

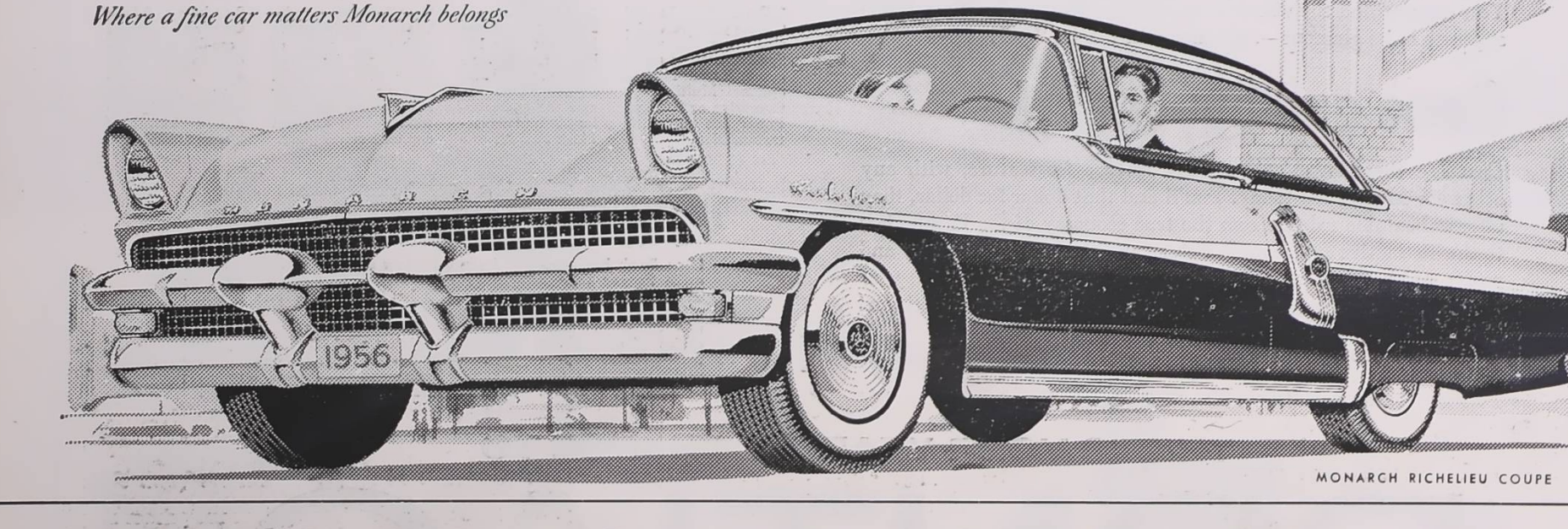
1956 Monarch

Everywhere in Canada the 1956 Monarch is being hailed as a "styling stand-out!" A glance at its low, sweeping lines tells you why in a second. Here's beauty-in-line, design and style—that is truly distinctive.

But looking at a Monarch only tells you part of the story. Get behind the wheel, and you'll very quickly discover the exciting part of the story that's hidden under the hood. Naturally you'd expect something special from a great new engine by the world's most experienced V-8 builder—but you just can't imagine the kind of smooth, high-spirited responsiveness you get from a Monarch V-8-block V-8 until you've tried it on the road!

You'll appreciate the extra safety that is provided for you and your family by Monarch's Safety-Planned Design—with new safety steering wheel and door latches, optional safety seat belts and expanded plastic padding for instrument panel and visors to protect you in the event of an accident.

Your Ford-Monarch Dealer would like to know you drive a Monarch—to savour its magnificent V-8 performance, to enjoy the incomparable ease of performance by Monarch's modern power assists: power steering, power brakes, 4-way power seat and power window lifts—and, of course, the most versatile automatic transmission ever designed! Won't you accept his invitation soon?



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COUNT ON THESE SIGNS FOR THE BEST VALUES IN USED CARS AND TRUCKS



and choose their beauty aids through its glass top in style and sophisticated comfort.

In conducting the most earth-shaking revolution in drug history in history that dates back to the first drug store, in Baghdad, in 754 A.D.—today a pharmacist is earning up to \$8,000 a year. Average net income in 1954 among Canadian druggists was \$3,800. Highest incomes are in Ontario, where drug incomes average \$9,485; British Columbia averages \$9,882; Alberta \$8,832; Quebec \$8,428; Saskatchewan \$8,384; the Maritimes \$8,062; and Manitoba \$7,201.

Cigarettes are the druggist's fastest-selling item, but it is the druggist's magazine racks that remain his best lure for customers. Surveys show most customers who drop in to buy a magazine, also buy some other article. In their increasingly crowded stores, most druggists devote large areas to displaying magazines, to snare these extra customers.

But despite the toy-counters, post offices, and clothing departments, druggists are suffering. As for sodas, sandwiches, and other pharmacy items, only one out of 10 has a soda fountain; in the U.S. only one out of 100 has one.

By far the largest drug store chain in Canada is Tamblin's. In operation 50 years, its more than 130 immaculate, green-and-white stores cut cities and towns across Canada. Last November Tamblin's took over the Louis R. Liggett chain, adding 30 stores, in Manitoba, Saskatchewan, Alberta, and Quebec. Second largest chain in Canada is Cunningham Drug Stores Ltd., of Vancouver, with more than 40 stores.

Second largest Ontario chain is Plaza Drug Stores, founded in 1934 by Toronto druggist Wilfrid Isaacson, and Jack Kirk. They plan to ride the suburban swing to giant shopping centres, and have already opened five satellite branches in four Toronto shopping centres, and one in the Toronto suburbs of Etobicoke and Willowdale.

Federal authorities are so confident of the over-all high ethical standards of druggists that they granted them permission 18 months ago to accept prescriptions from doctors by phone. Only five pharmacies have been barred from the profession, in Ontario in the past 10 years.

Canada has a shortage of druggists according to Liberty magazine. But, they add, it's not acute. A pharmacist requires at least four years' study after matriculation and one year's apprenticeship in a drug store. Some 80% of the 1,268 students enrolled this year at Canada's eight colleges of pharmacy will find jobs in retail stores at salaries of from \$75 to \$100 a week. The rest will go into such fields as hospital pharmacy, or manufacturing firms.

Religious TV

Nationwide demand for religious telecasts "so far exceeded our expectations, we decided to produce additional programs," announced immediately, said Will B. Davis, Manager of Christian Science Committee on Publicity, in announcing release of a second group of Christian Science TV films.

Television stations have broadcast the initial 13 programs in the series "How Christian Science Heals" since they were first released last September.

Viewers from viewers throughout the United States, Canada, Alaska and Hawaii gives evidence of the widespread interest in this atomic age for religious values.

"Today's insatiable interest in religion is bringing more people than ever before to an appreciation of the rules for living taught in the Bible," he declared. "We are convinced that religion holds great resources for mankind that are generally realized. Our TV programs are designed to show how practical religion can be in meeting problems of modern living."

Documentary examples of the solution of character, business, health, and other problems are described in the 15-minute programs by the men and women who actually had their problems solved by help of Christian Science.

Not actors were used in the programs which were produced with professional direction under the supervision of the TV staff of the First Church of Christ, Scientist, in Boston, Mass.

Among the real-life incidents reported in the programs are permanent healings through prayer of rheumatism, sciatica, back pain, deafness, gout, tuberculosis, appendicitis, and angina pectoris.

Distinct increases in the yield of potatoes were effected by sprinkler irrigation in an experiment by the Field Husbandry Division, Department of Agriculture, at Ottawa, in the years 1953 and 1955.

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How solid are the foundations of Canada's economic future? This, in essence, is the question posed by CPR president N. B. Crump in his recent address before the Executives' Club of Chicago. Nations-building, Mr. Crump told his Chicago audience, like railroad-building, is always "unmistakable business." There can be no such thing as "the last spike."

Yet nation-building, to be successful, calls for both stable political institutions and stable economic institutions. Regarding the stability of the former, as expressed in the Constitution in the United States, and in responsible government and the Rule of Law in Canada, the CPR president entertains no doubts.

"I venture to suggest, however," he says, "that the foundations of our economic institutions are far less firmly established in the public mind."

Mr. Crump points to the fact that the greatest concentrations of poverty nowadays lie with such groups as Big Government and Big Labor.

Watercress Sandwiches
Potato-Cheese Dip
Lime Chiffon Tarts
Choice of Milk

"All the savories can be served at once to each person, by using those new 3-compartment glass plates that are shaped like shamrock, Madame," said the Chef. "Each person then has his or her own dunking sauce which, in my opinion, is more pleasant and convenient than dipping into a general dunk bowl."

To make the tart, the ladies can follow the excellent recipe given recently in this column for lemon or lime chiffon pie.

"Here is the old recipe. Blue-Cheese Dip: Mix 1/2 c. blue cheese with a fork, then rub through a fine sieve.

In a bowl, combine and mix 1/2 c. each mayonnaise and commercial sour cream with 1/2 c. chives and 1/2 c. drops Tabasco."

JACKKNIFE ARTIST SENDS CARVINGS TO FIVE CONTINENTS



Habits die hard and so do the memories of service life—at least that's the way an American newspaperman found it during the recent visit of Rear Admiral Hugh F. Pullen, Flag Officer Pacific Coast, on the Mayor of Oakland, California.

The occasion was the visit of a Royal Canadian Navy squadron to the United States and this is what the Oakland Tribune reported on one of the events.

The Admiral had concluded his visit and was walking in his waiting car with his flag lieutenant. With them went The Tribune's Jim Greaver.

At the car, the admiral swung about and saluted smartly. "Now how did the admiral know I'm an ex-Marine?" Greaver reflected. "No doubt my military car."

He threw back his smartest salute. The admiral's salute was returned by Greaver's salute.

textile industry used 313 thousand gallons of gasoline and kerosene, over 14 million gallons of fuel oil and 389 thousand horsepower of electricity. The industry produced a market for more than \$30 million worth of chemicals, soap and dyestuffs and for 3.5 million pounds of Canadian wool.

In addition to this the production of viscose and acetate fibre for the new "synthetic" materials widely used by the industry accounts for more than 194 for the consumption of more than 35 thousand tons of Canadian wood pulp and almost 75 thousand tons of Canadian chemicals.

The conservation of Canadian raw materials on the scale by a Canadian industry must be a major factor in any consideration of Canada's future economic prospects.

There is no question that when the issue of early closing was introduced at the meeting of the Toronto District Trade and Labor Council recently, it was to give a chance for the members to put the weight of their opinion behind the early closing movement. It didn't work out with quite the expected vigour. The number of delegates were definitely opposed to a mandatory early closing and they expressed their opinions with vigour.

Notable among the dissenters were Bob Brown and Charles Thornington of the Printing Pressmen who showed that, not all the evidence and not all labor thinking were on the side of early closing. Thornington argued that labor should not protest at any kind of work. "I don't complain about the night hours," he said. "I'm glad to have it. And there are many walking the streets who would be glad to have it too." He pointed out that also the money spent in stores in the night hours was the same money that came back in the pay envelopes of countless workers, and that if it was spent in the night hours it might not come back.

Bob Brown was every bit as emphatic. He argued that there were advantages to night shopping and he pointed out that not everyone was fit to shop when and where he wished. Mothers often had to wait for someone to take charge of the household before being able to step out and do the shopping. Children were often left alone.

Let's Eat
BY IDA BAILEY ALLEN

(in 40 minutes)
Grapefruit Sections
Roast Sirloin Steak
Escallope Cured
Oven-Browned Frozen French Fries
Sliced Tomato and Lettuce Salad
Half-Tossed Frozen Raspberries
Whip Topping
Tea Milk

All measurements Are Level
Recipies Proportioned to Serve 6

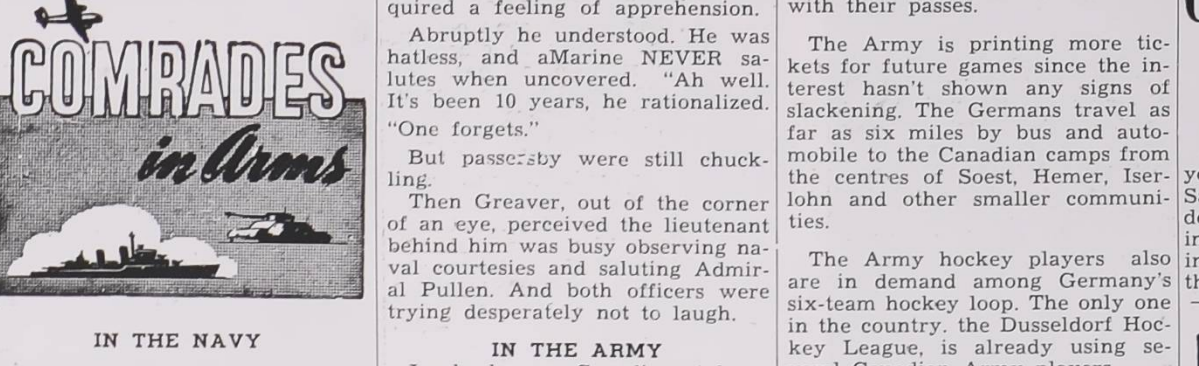
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Tomorrow's Dinner
Beet salad chiffonade; oven-baked fish, lemon wedges; baked potatoes, creamed green beans; apricot crisp-cross pie; coffee, tea or milk.

"Chiffonade." Explained by the Chef: "Chiffonade" is a kind of French dressing used with vegetables, fish or tossed green salad to make them look and taste glamorous.

To Make: To 3/4 c. non-sweet French dressing, add half a pint of cream, 1 tsp. minced parsley, 1/2 tsp. paprika, and 1 fine-chopped hard-cooked egg.

COMRADES in Arms



Feet hockey Canadian style is mounting rapidly in popularity in the United States and this is what the Oakland Tribune reported on one of the events.

The Admiral had concluded his visit and was walking in his waiting car with his flag lieutenant. With them went The Tribune's Jim Greaver.

At the car, the admiral swung about and saluted smartly. "Now how did the admiral know I'm an ex-Marine?" Greaver reflected. "No doubt my military car."

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All measurements Are Level
Recipies Proportioned to Serve 6

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Cold Baths Should Be Taken at Home

Some say that cold baths keep you young. But the province of Quebec Safety League recommends that you do not take these rejuvenating baths in the following manner: by crossing rivers at this time of the year when the ice is slowly dis-

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THE OLD HOME TOWN



OF COURSE I WOULDN'T LET 'EM CALL YOU NAMES—BECAUSE I KNOW MORE NAMES—AND WHEN I CALL 'EM, I SEE 'EM STAY CALLED! SEE?

CHILDREN'S HOUR DOWN AT THE DOUBLE-DIP & HAMBURGER JUKE BOX

Eddy Allen (right) and Barry Wood of "Happy Gang" fame are two of the many entertainers in Canadian show business supporting the Easter Seal campaign this year. They are pictured above with "Timmy" discussing scripts for a number of special Easter Seal shows planned by the "Happy Gang" in their regular CBC Trans-Canada network series.

How to buy a car

Resist for a moment the glitter and glamour of the beautiful Plymouth. Consider each of the new cars with your head, not your heart.

Ask yourself how long their type of styling will retain its freshness. For example, you can now enjoy Plymouth's upswept rear fenders and tail, tailored lines that have set the trend for times yet to come. Result: a Plymouth will look modern for years, have consistently higher value.

Above all, find out about the hidden values—such as Plymouth's sturdy box-type frame, Oriflow shock absorbers, and 2-cylinder front brakes—that give you more car for your money.

Think of power, too, not solely in terms of Plymouth's verve and vigour, but also with tomorrow's upkeep in mind. Look for built-in features like the floating oil intake and shrouded fan on Plymouth Sixes and V-8's... other built-in features that mean low repair bills, continued high power, in the years ahead.

Shown below are just a few of the built-in extra-quality features of the '56 Plymouth. Your Plymouth dealer can show you many more. See him soon... see why it pays to purchase a Plymouth!

With all of its high-quality features, a Plymouth is easy to buy!

A Dozen Safety Features... like electric windshield wipers (above), Safety-Kim Wheels (below), safety door latches... are standard. Full-time power steering and power brakes are available.

Bright, Durable Upholstery in Plymouth interiors is colour-blended with the exterior finish, is long-wearing, easily cleaned, and fade resistant.

Push-button Drive Selector with PowerFite automatic transmission can be yours. It's the modern way to drive. Conveniently located at driver's left.



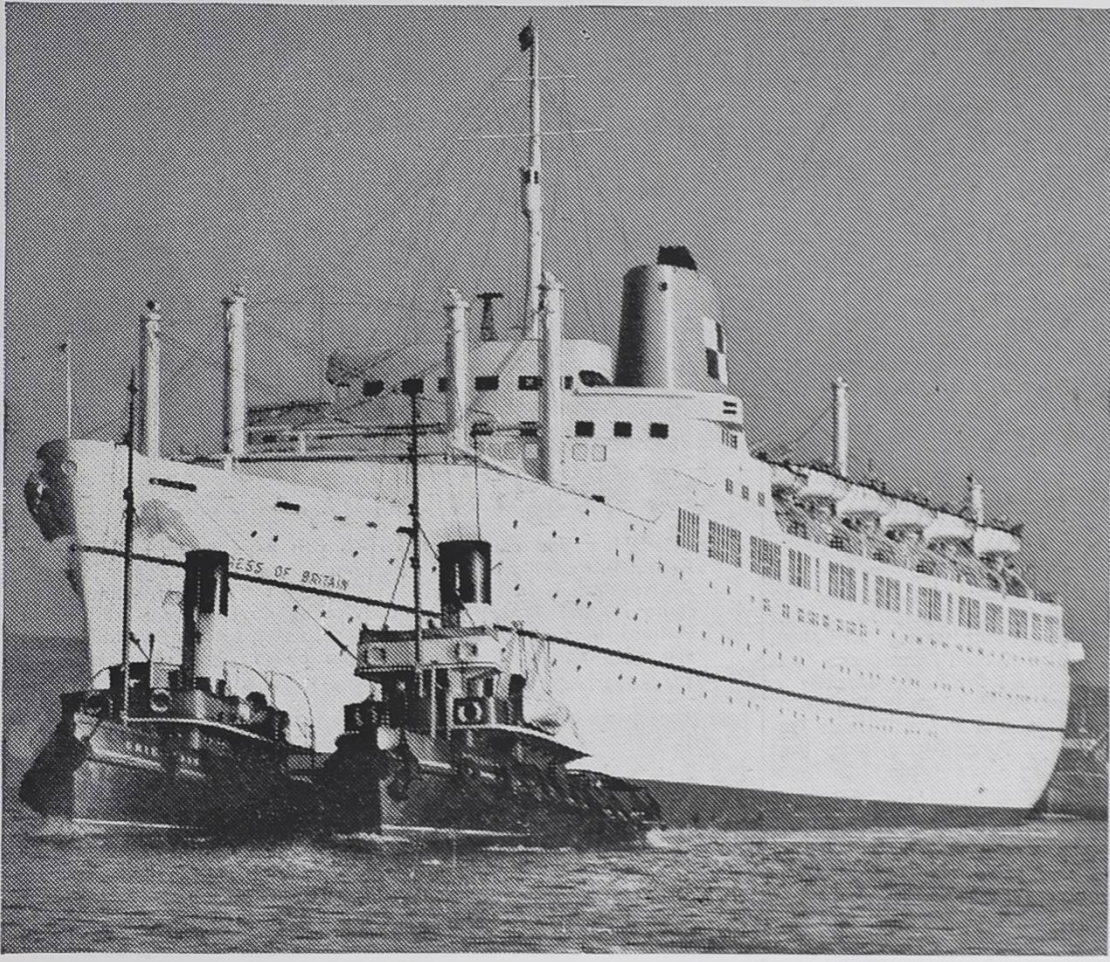
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The Savvy 4-door Sedan WATCH CLIMAX—SHOWER OF STARS WEEKLY ON TV. CHECK YOUR NEWSPAPER FOR DATE AND TIME.

PLYMOUTH 6 OR V8

WITH THE FORWARD LOOK

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BERNARD BOULEVARD DRUMMONDVILLE TEL. 2-5471



The Canadian Pacific's spanking new flagship, the 26,000-ton liner Empress of Britain, is shown above silhouetted against the darkening sky above the River Clyde, shortly after the vessel sailed for Liverpool to undergo her initial sea trials. Newest of the Great White Empress fleet, the magnificent liner will leave Liverpool April 20 on her maiden trans-Atlantic voyage to Canada, arriving at the port of Montreal on April 26. (Canadian Pacific Photo)

Storey Says Fine Story

The life of a referee in the National Hockey League is anything but easy. That is the opinion of Red Storey, a six-foot three-inch 36-year-old hard-rock from Barrie, Ont. who has been unscrambling hockey fights and been booed, baited, pelted and stabbed, in the tempestuous National Hockey League for five years.

Author of an article in the current issue of Liberty magazine, Storey reveals he broke into NHL refereeing after several successful seasons as a member of the Toronto Argonaut football team. His football career was capped when he scored three touchdowns against Winnipeg Blue Bombers in a Grey Cup game. Next day, he received a contract from New York's football Giants. He left it in his drawer unsigned, and accepted instead a job as a National Hockey League Referee, at a salary between \$8,000 and \$9,500 a year.

As a hockey referee, Storey travels the loneliest trail in sport—thousands of miles annually by himself. He is not allowed to talk to the hockey players he travels with on train jankets between cities, stay at the same hotels frequented by the hockey clubs, or eat in restaurants patronized by team players or officials.

In return for this life of monasticism, Storey is subject to a constant stream of vehement abuse from the fans and players alike. And not all of it is oral.

One night in Chicago, a fan threw a live octopus at him because he didn't like a call Storey made. In New York's Madison Square Garden, he was stabbed with a six-inch hat pin by an irate female, after he had penalized her favorite player. In Montreal, he was bombed with a five-pound bag of split peas hurled from the gallery. And in every other city on major league circuit, he has been pelted with everything from rubbers, programs, coins and hats to decks of playing cards.

Strangely enough, Storey reveals, the referees themselves give him little real trouble. His brushes with such NHL greats as Maurice ("Rocket") Richard, Gord Howe, Ted Lindsay, Butch Bouchard and Red Kelly are more likely than not to take a humorous twist. This, Storey thinks, is because the players themselves realized that refereeing is tough business.

This is illustrated by an experience he had in Montreal. It was a particularly rough game, and the fiercely partisan Montreal fans got on Storey every time he blew his whistle. When he gave "Rocket" Richard a penalty, they went wild. Butch Bouchard came over, and the crowd must have thought he was giving Storey a piece of his mind. Every time Bouchard waved his finger in Storey's face, the crowd hooted louder. All he was saying, Storey reveals, was "Red, I wouldn't want your job for any amount of money."

Red Storey gives the nod to Detroit's Ted Lindsay when it comes to players who can come up with witty repartee.

In Detroit one night, the linesman called one which Ted didn't

like. So he gave them both a mouth full. "Cut it out, Ted," Storey yelled at the worked-up Detroit player. "You can't talk to these guys like that. They're not dogs, you know."

"Dogs?" Lindsay screamed. "They're not dogs. They need dogs!"

Storey concludes his special Liberty article with a word of advice for the fans who watch hockey games.

"Being an NHL referee is tough," he says, "probably the toughest job in sport. I can take the boos and hoots. But I'd just like to say this: Next time you get the idea a referee is playing for the other team, stop and consider that he is only human and can make mistakes, too. The day someone can come up with a gadget that can do the official's job perfectly, then we'll be out of work. But will the fans be happy? I don't think so. Who would they throw their rubbers at?"

ship. The 450,000 youngsters whom the Boys' Clubs keep busy, happy and out of trouble come from every background, race and creed. In some areas the majority are from underprivileged homes; in others 80 percent or more of all boys are members, the Digest article reports.

Boys' Clubs of America celebrates its 50th anniversary this year. Each club is directly by leading citizens, and operating funds are contributed locally. Members, however, must pay dues, though the amount may be as little as 25 cents a year. "Otherwise," says Herbert Hoover, national chairman, "they wouldn't feel it was their own club."

One of the most up-to-date Boys' Clubs in North America was opened in Ottawa recently by Governor-General Vincent Massey, patron of the Boys' Clubs of Canada and an active supporter of the movement. The Ottawa club is one of 54 in Canada, says Reader's Digest, and has facilities for 900 boys, including a gymnasium, swimming pool and library.

Boys' Clubs of Canada, an independent affiliate of the U.S. organization, helps co-ordinate the activities of local clubs, supplying training courses, fund-raising assistance, building planning advice and other services. Individual clubs are sponsored by local service groups, Red Feather agencies and private benefactors.

Boys' Club leaders know that the "bad" boy is usually neglected and lonely, thinking himself a failure. In the club's variety of activities any boy can find a field wherein he can win the recognition he needs.

Statistics from many cities show that in areas served by Boys' Clubs -- and some are in tough neighborhoods -- the juvenile-delinquency rate is lower than elsewhere. But Boys' Clubs do more, states the Digest, than keep members out of trouble. They lay the ground-work for the good life, and often for exceptional accomplishment. Club alumni include mayors, Congressmen, ministers, doctors, writers.

Engineers Are Badly Needed

Engineering work for Quebec industries and utilities should be assigned to Quebec engineering firms and not to interests from outside the Province if the growth of the engineering profession in Quebec is to keep pace with our expanding economy, states G. Lorne Wiggs, P. Eng., president of the Corporation of Professional Engineers of Quebec



During the mixed bonspiel disputed at the Canadian Celanese Curling Club, a remarkable performance was achieved by T. W. Taylor's team when the eight stones were tossed in the house in the same hand. That was happening for the second time over the last twenty years at this club. Here the winning team: (l. to r.) T. W. Taylor, skip, Mrs. Shaw, third, A. Tayer, second, and Mrs. Robinson, lead.

in the Corporation's annual report for 1955.

While the number of registered engineers in Quebec increased last year by over 7 percent, the percentage of increase was one of the lowest registered in the last ten years, and the removal from the Corpora-

tion's membership due to various causes amounted to 253 members, the greatest number on record.

"The heavy loss in our membership may possibly be attributed to a large extent to the operations of foreign engineering corporations, who not only take important assign-

ments out of Quebec but who are also successful in persuading our engineers to emigrate from the province," the statement said. "The growth of our membership is not sufficient to keep pace with the growth of our country and of our economy. To correct this condition,

it is necessary that more engineers be trained in our Province and that our engineers be retained in Quebec."

Conversation is the laboratory and workshop of the student. — Ralph Waldo Emerson

1956 Prize Lists Ready

New competitions, new classes in the handicrafts and many other interesting additions are to be found in the new 1956 School and Women's Prize Lists from the Canadian National Exhibition.

Favorite Grandmother Essay Competition is one which can be profitable to young and old alike. Open to all pupils from grade 6 to 12, it will provide some lucky grandmothers with an all expense paid trip to Toronto, and the Canadian National Exhibition. Yes, some lucky grandmother will be flown from anywhere in Canada to Toronto and home again by Trans Canada Air Lines. She will be dined at the Balcony Restaurant, take in the grandstand show and be escorted through the grounds, and anywhere in Toronto as well.

For the lucky youngster who achieves this for grandma — he or she will win a cash prize of \$75.00. Only the grandmother of the essay taking first prize will be given a trip to Toronto, but the children who win in second and third places will receive big cash prizes.

Important is the fact that each entrant must write about a living grandmother, though it does not have to be their own. The essays will be judged largely on the character of the grandmother and clarity of thought — how clearly this characterization is expressed by the pupil. The essay must be written in 300 words or less.

To enter this competition, pupils can obtain further details from teachers, or can write to the Exhibition in Toronto for a School Prize List.

This year the School Prize List contains a special baking section for juniors. The subject for this year's mural is "Summer Holidays" and we expect the results to be varied and colorful.

The Women's Prize List is also ready for mailing and for those people not already on the Exhibition mailing list, but wishing to take part in this year's competition, a telephone call or a letter will get your Prize List to you in a matter of days.

In the special handicraft division wire sculpture has been added. And there are special large cash awards in two classes — both knitting and precious metals. In an editorial entitled "Canadiana at the C.N.E.," Thor C. Hansen has a very important message about handicrafts and the place they play in our Canadian culture.

The C.N.E. is hoping to have an even bigger display of handicrafts this year, so send in for your Prize List today, and join with the thousands of people who help make this the biggest show in the World.

How Boys Clubs Solve Problems

"We give a kid something better to throw than a rock," says Arthur Burger, executive secretary of the Boys' Clubs of Boston. "We give him a basketball. His reward is the yell of his pals as he makes a basket... more fun than busting a street light."

More than 475 Boys' Clubs throughout Canada and the United States, with some 450,000 members, are provided sports, games and hobbies as substitutes for rock-throwing and other teen-age mischief and crime, according to an article in April Reader's Digest.

But although the Boys' Clubs successfully salvage problem boys every day, "bad" boys form only a minute percentage of total member-



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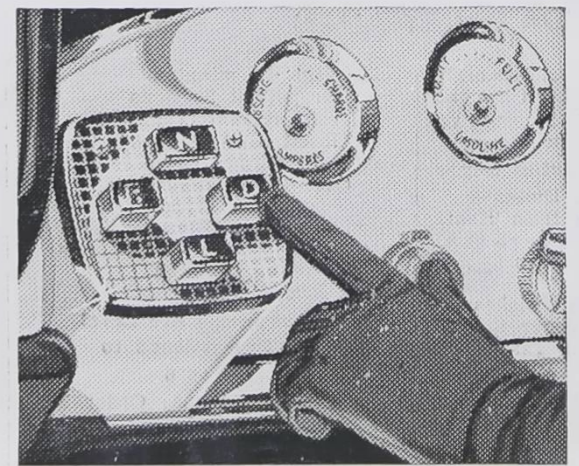
Just to look at this Flight-Sweep beauty is to itch for the feel of pavement rolling rapidly beneath you. And once you sit behind the wheel of your new De Soto, you'll thrill to a whole new concept of driving ease. You'll discover a pulse-quickening new world of really fine automotive performance.

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you swiftly up the steepest hills... confidently around the cars you wish to pass.

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HYPNOTIZED BACK INTO 12th CENTURY



Duplicating the story of Bridey Murphy, the central character in a best-selling book in the U.S., Gloria Frolick, left, was subjected to hypnosis by Bob Howe in Toronto, and spoke as though she were present and living in ages back to A.D. 1266. In the book, a hypnotist had a tape recording made of a U.S. woman who, under hypnosis, said she was Bridey Murphy, living in Cork, Ireland, nearly a century ago. Mrs. Frolick regressed, under hypnotic suggestion, back to her parents' homeland, Ukraine. Out of the trance, she attached very little importance to the experience, saying it was probably due to stories heard in childhood.

"Dollars and Sense"

One of the best ways to encourage good sound sleep

is to have a good sound bank balance. Regular savings can make life a lot pleasanter in a hundred and one other ways. You may want the down payment on a home of your own, a TV set or a car... perhaps the children's education is on your mind or a leisurely retirement someday. Whatever it is that you want or need, you have to learn the secret of putting something by regularly. Pay by pay you store away the money except in emergencies till you reach your savings goal—then you start saving for the next one. Why not open a Savings Account with us today?

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