

IN THE ARMY

The price of fish in New York City has interfered with the conduct of the build-up exercises which preceded the opening of Exercise 'Morning Star", now underway at

Infantry Division Headquarters to fighting units in the field were often garbled or silenced by marine telephone conversations in and out of Boston, Mass.

Apparently the divisional commander's wireless link was using the same frequency as a Boston marine telephone company.

Several times just when the diduring "Matrix", or when Maj .-Gen. Rockingham was ordering an

On one occasion, the female voice inquired if her husband's catch to the hospital. was large enough to let him come home. According to the operational eavesdropping, incidentally, i

Another time a fisherman telephoned New York through the Bosto exchange to dicker on how much erman and New York burned the ce of a cent a pound. Lt.-Col. Paul E. Amyot, MBE, CD,

of Ottawa, chief Signals Officer of the division, explained that the dicompany and they probably didn't hear Maj.-Gen. Rockingham's comlet me get on with my battle!" IN THE AIR FORCE

Champs Elysees in Paris.

learned the Canadian musicians' ap- ure by chloroform. pearance in Paris would coincide with the annual Festival of Stars at which international favorites of stage, screen, TV and radio sign autographs in return for donations to veterans' and other charitable orga-

The tuneful parade, dampened only by a misty rain which wrapped the brightly-lit boulevards in an aura of Fairyland, officially opened the Festival, continued the following day in the Etoiles Gardens. As an estimated 300,000 excited

waited the next day to get autographs of their favourites, the RCA F band played a concert

Even bandsmen weren't safe from

airmen left the band shell and, as one flight sergeant shouldered his way through the seething mob, three French sailors held out books to be signed. The "Flight" was still being besieged for his signature ry but he didn't have time to autograph his book.

With sophistication unknown to had proposed for others. North American youngsters the lad

looking girl, he'd have time!"

have raised to a new high the po- might well remember. pularity of the Royal Canadian Navy in the city of Portland, Oregon. Through its participation in the famous Rose Festival and other events, the RCN has always been warmly welcomed in Portland, but this year its stock jumped to new levels, as a result of a rescue effort

by a Canadian seaman. PO Wilfred T. Stanbrook, of Ottawa and Victoria, who serves in H MCS Oshawa (Algerine coastal escort), rescued the eight-year son of a hotel manager after the child had been overcome by smoke in a twoalarm fire in the small hours of a Saturday morning.

The petty officer was serving in the shore patrol landed from the 12th Canadian Escort Squadron. The sailors were in the vicinity of the hotel when the fire was discovered and Stanbrook went into the building and brought out the boy. He and other members of the patrol also helped Portland police and U.S. Navy patrols control the crowd. The boy and three firemen also overcome by smoke required oxygen

After the fire was put out and Claude Munger, 23, of Drummond smoke cleared from the hotel, the ville, was reported lost in the viciboy was assisted back to his quarters by the Canadian shore patrol

The squadron, composed of the ed vainly for him. He is presumed ed vainly for him. Wayng Munger is coastal escorts Oshawa, Digby, to have drowned. Young Munger is Brockville and Cordova, paid a survived by his mother, brothers four-day visit to Portland during a cruise from Esquimalt, B.C.

Of their stay in the American city, J. D. Foote, Canadian Vice-Consul in Seattle, Washington, has Preparing For

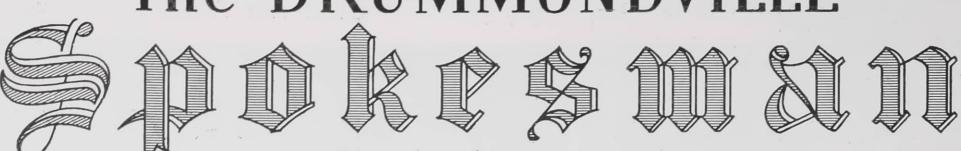
"The latest visit of Canadian ships to a foreign port has confirmed my opinion that the Canadian Navy is an 'Ambassador of Goodwill" in our relations with other countries. The conduct of the day for the Sherbrooke Exhibition. officers and men was of credit to The first entry received was from the Naval Service and to Canada; Mrs. E. Morgan, Sherbrooke, enalso the distribution of the light horse also the fact that one of our Shore tering 3 horses in the light horse Patrol rescued a young boy from division. The second was from B. A. a fire during the visit... made the Ryan, West Brome with 12 head of Canadian Navy very welcome to

Protection

Medical science has developed me- next with 18 head of Ayrshire catthods of rendering children immune the. Next to be received was from to certain contagious diseases. Some of these methods give protection 22 head of Jersey cattle. Entries 22 head of Jersey cattle. for years while others are emerhave also been received from the
Renew mass while others are emerhave also been received from the gency measures for those who have following. Mrs. B. Bishop, Sherbeen exposed to contagion. It is al-ways advised to those who have lollowing. With 2 entries in the Ladies ways advisable to take advantage of Department. Mrs. A. J. E. Mathieu, any form of immunization recom- Wickham West, with 14 entries in mended by the doctor in order to protect children.

Wicknam west, with 17 Tom Ride the Ladies Department, Tom Ride and Son of Hatley, with 17 entries

The DRUMMONDVILLE



Journal Dedicated To Free Speech

Our Gagetown, N.B. During the final practice exercise, Matrix", orders from Maj.-Gen. John Rockingham's 1st Canadian Information (Canadian Practice Property Division Headquarters to Information (Canadian Practice exercise), Information (Ca

Killed by A Truck

Serge Mageau, 6 years, son of Mr. and Mrs. Fernand Mageau, 174, 13th avenue, Drummondville, who was vision was ordering artillery or ar- celebrating his birthday Wednesmoured support for infantry attacks day, was killed by a truck driven by his father in the home yard. Mr. Mageau was getting back in the atomic attack against the enemy, he vehicle when his son fell under was interrupted by a wife talking taneous. The infortunate father, suffering a nervous shocks, was led

Long Remember

By Joseph Lister Rutledge It is almost sixty years ago that he would get for his catch of cod Sir William Osler, then surgeon in when he came in from the Atlan-chief of Johns Hopkins hospital in tic. While the war waited, the fish-Baltimore, preparing an address for the graduating class of the airwaves over the market differen- University unintentionally created a legend.

Dr. Osler was making the quite natural point, considering the ocvisional wireless transmitters are casion, that youth must perform not as strong as that of the Boston much of the vital creative work of the world. What he actually said was: "When a man nor wax nor hear Maj.-Gen. Rockingham's comment, "Give him the extra cent and in the interests of an institution, be dissolved from the hive to give The RCAF Training Command his mind receptive, plastic and immore laborers room . . . to keep they joined a pre-midnight parade the world". As a light aside he of French bands down the famed referred to a novel by Anthony Trollope in which men of sixty rethe Canadian Embassy staff when it meditation before peaceful depart-

Dr. Osler made no great point of the reference, and certainly claimed no sympathy with the dress to focus on the fictional the- from Sunday to Thursday evening. Peterson's success followed years The doctor was deeply embarras- \$25.00, \$25.00. Buy your ticket now, his view, but nobody listened.

old-age pensions.

In 1911, when he himself had passed the fateful age of sixty, he was made a baronet and the world 1956 may be seen each evening Normand Granz, U.S. jazz impres- I've been watching the fuss the Amid the general sorrow there will include acrobatic and animal are now in the millions. was still the muffled chuckle over how he had escaped the fate he York, who are furnishing the Star over 200 selections in their repervet.

Reported Lost

nity of Newfoundland. He was

working on a tug when, last Friday,

the other members of the crew look-

Aug. Exhibition

Entries are now arriving each

Jersey cattle and 5 horses. The third was from Mrs. L. Mosher,

Lennoxville, with 1 horse, and the

fourth from Roger Hamel, Sher-

brooke, with one horse. Douglas

Johnston of Stanstead always mails

his entries early, so, his arrived

After Wednesday's Crash on Road 20



This photo was taken Wednesday on highway 20 near St. Cyrille de Wendover after a violent collision between a panel truck and a passenger car. As a result, ien persons were injured and brought to St. Croix Hospital in Drummondville. Henry Roy, of St. Perpetue, the driver of the panel, was the most seriously injured.

be mailed by Aug. 17th. The earlier, guidance.

substance of the great doctor's ad- will be a drawing each evening Ellis (guitar). should be chloroformed at sixty. prizes each evening will be \$100.00, fresh, nimble-fingered style. and many recalled his supposed one o'clock in Levesque's Furni-

The grand stand Star Revue of with a dance band.

Featuring Trio

The jazz broadcasts from Stratford terminate August 8th with a program featuring the music of the Oscar Peterson Trio and the Modern Jazz Quartet. Once again Canadian and American groups are featured together on the same pro-

and jazz impresario.

in the Ayrshire cattle section and its originality. The group is said to | The winner, who will receive a | Technological advances nearly al-This happened at the request of tired to a colony for a year of cattle entries should be mailed by and composer, and it is to him that vacation for two in Jamaica via from the public. Aug. 10th. All other entries should the other members looks for musical Delta Air Lines.

ory of someone else and announc- The drawing will be on the tickets of hard musical training and eight- who are to receive Posturepedic ed that Osler had said that all men bought in the advance sale. The hour-a-day sessions of polishing his mattresses from their dealers, were

that this was, or ever, had been tickets are good for either person teur musician, he was tooting the announced in mid-August. or car. The advance sale of grand trumpet well enough at five to sit Fifty years ago he became regius stand tickets will commence on in on band concerts. Peterson conprofessor of medicine at Oxford, Thursday afternoon, Aug. 8th at tinued his studies with concert pianautograph hunters on their heady, yearly spree.

Petween groups of selections the particles and many recalled his supposed ture Store, Sherbrooke, Wellington a sound training in the classics he switched to jazz. At 14 he won a

press gave the old canard a fine from Aug. 26 to Aug. 30th. This Re- ario, further aided his career when railroad firemen are making berefurbishing gor a new generation. view will include the "Broadway he asked him to perform at a recause the CPR doesn't want to pay Eight years and a thousand denials Rockettes". The Rockettes will ap- cording session of "Jazz at the Phil- wages to firemen to sit in diesel-

Revue, have promised that the 1956 tory, covering all types of jazz. One lightness of manner, contracts in

Of O. Peterson L. Racine, Winner In \$500,000.00

Lionel Racine, 430 Brock, Drumgram. The commentator will be mondville, Quebec, Canada, has subame well-known in the U.S. for ses and convertible sleep furniture. over into other useful jobs.

J. Jutras, Sherbrooke, with 11 en- be unique, since more than 60 per Posturepedic mattress from Aime ways pinch some one. But to fight Concert Band, on a tour of West-pressionable he must travel with tries in the poultry sections. The cent of its music is composed by Cournoyer & Fils, 312 rue Lindsay, such advances in the stubborn way ern Europe, doubled in brass when the men who are doing the work of the management of the Exhibition are two of its members, John Lewis where the contest was offered lopleased that entries are coming and Milt Jackson. The others are cally, now is being considered for Firemen and Enginemen are doing forward at this early date, as it fa- Percy Heath, bass, and Connie Kay, a grand prize of \$20,000 in cash or is foolhardy, indeed, and will win cilitates the work in the office. All drums. Lewis is the chief arranger common stocks or an expense-paid very little support or sympathy

> Oscar Peterson, the Canadian name for the Sealy Posturepedic helpers are asking for a pay boost pianist from Montreal, has been ac- Girl, widely used in advertising the of 25%. Furthermore, the threat of The advance sale of admission claimed in numerous polls as one mattress. The contest, one of the strike action has been used, and views expressed. But, probably, tickets commenced on July 23rd, of the world's outstanding jazz pian- largest ever held, drew hundreds William Gamble, spokesman for the news was scarce that day. More and will continue to Aug. 24th. The its. The other members of his trio of thousands of entries from every firemen's union, has declared that than one eager reporter forgot the public are reminded that there are Ray Brown (bass) and Herb section of the United States and a country-wide strike will be call-

selected by the Reuben H. Donnel-Son of a retired Canadian Pacific ley Company, Chicago, contest jud- railroads are fighting for their very threatening his country "if they sed. He issued an immediate denial three for the price of two. These Railway conductor who was an ama-

Freight-Firemen

now when good seats are available. switched to jazz. At 14 he won a national amateur contest, got his bosses are acting pretty much like own radio show and a featured spot old-fashioned reactionaries these

when the musicians' call-back came later, in the year 1919, at the age pear several times during the proharmonic', in Carnegie Hall. He powered engines and read comic doomed. Or so it was believed. Her of seventy, the great doctor died. gram in different costumes. There was subsequently signed by Mer- books. Apparently a skilled fire- obituary appeared in newspapers for the bandstand, he indicated to
But the word didn't die with him. will be ten vaudeville acts. These
cury Records and his record sales man is about as useful on a diesel all over the continent. The dial, locomotive as a jeweller in a black- they said, has done away with the

> Yet the Brotherhood of Locomoclamorous outbursts; it depends on by almost eleven millions when all women. harmony and color, and lively good This saving does not seem to im- still very much alive. On January tradition." press the union leaders at all.

any loss of efficiency is certainly 13.500. going to impress somebody who has to pay freight charges. And it will scribed as an avance of technology. hard way. It seems ridiculous that National Contest a fireman on a diesel, where there is no firing to do, can earn up to agents who have really responsible

Most people would think that the John Hammond, American writer mitted a winning entry in the Sea- firemen were mighty lucky that the ly \$500,000 Posturepedic Contest it railroad is not proposing to fire the The Modern Jazz Quartet was was announced today by Sealy, Inc., lot of them. Instead, the railroad is formed late in 1952 and rapidly be- Chicago, manufacturers of mattres- perfectly willing to switch them

To cap it all, these men who now Entrants were asked to choose a act as little more than engineers' ed if the union doesn't get what it Some 5,000 qualifying winners, wants from the Federal Concilia-

> and a foolish request, just when Egypt would "repel the pirates" conferences. why farmers, who are forever beef- ing that Egypt would defend the a wider conference including the ing about freight rates, don't make canal to assure freedom of nav- Russians and the Egyptians. a few representations to the Conciligation. liation Board on behalf of the freight-paying public.

Ambrose Hills.

Are We Doomed?

need for operators.

All this, if it proves anything, attractions will be of a very high of the finest compliments on the fighting against any change in empturned to his chum and remarked, proves at least that we may not philosophically:

All this, if it proves anything against any change in employees at least that we may not playing of the Oscar Peterson Trio loyment. The railroad claims that 12,740 employees — 4,178 men and develop them to their full extent. came from Howard Taubman of the by re-employing displaced locomo- 8,562 women. Today with some 85 The personal nature of telephone have very good memories, but we will be given in the field shape very long and tenacious ones. Remember, there will be two comNew York Times, who said: "This is per cent of all our telephones dial per cent of all our telephones dial service has always been an object tive firemen in other useful railour playing that does not over the control of t IN THE NAVY
The actions of a Canadian sailor

The action sailor sailor sailor sailor sailor sailor sailor sa

> 1, 1924, we had 7,750 women in the But a saving of millions without Traffic Department; now we have

The introduction of dial was delikely impress other railway work- Today more marvelous machines ers who must earn their pay the are becoming part of the telephone system, such as 4A Cross-bar and automatic message accounting, but instead of describing them as an \$40 a day — more than railroad advance of technology we use another big word, "Automation".

> automation has also made for higher wages, shorter hours, a larger number of skilled jobs, and better ercised in the future.

trolling the operations.

lephone industry. Statements of the minimum of disaster." President, the brief to the Royal In addressing the Toronto Can-

adian Club a few months ago President Thomas W. Eadie said: "Where do people, men and women, fit into the telephone industry of the future? If you order a telephone, can you expect your order to be taken down by one robot and the instrument to be installed in your house by another? I would doubt it very much. We are mechanizing certain telephone operations because that is the only way we can provide service of the extent and quality that the future of our country will require. These developments have to be planned many years in advance but that is the basic philosophy behind all of them. "When we have mechanized telephone operations in the past we have found that the technical advance helped bring about a rise in demand for our services which notably increased the opportunitelephone employment together with the interest of telephone work. I see the same thing

happening as we move forward in

this electronic era.

Most Seriously Injured: Henri Roy, of St. Perpetue.

around 10.00 a.m., on Route 20 bet- said.

Drummondville.

Most seriously injured was Henri Texas, both members of the order Roy, 45, of Ste. Perpetue de Nico- of the Sisters of Notre Dame de la let, driver of the panel truck. He Charite.

The driver of the car, Rodolphe ly demolished.

Ten persons were injured in a | Guevremont, of Val d'Or, received three - vehicle crash Wednesday cuts and a fractured nose, police

ween St. Cyrille and Notre Dame Others injured were: Mrs. Rodu Bon Conseil, some 10 miles from dolphe Guevremont and her children, Pierre, 3, and Ruth, 1; Mr. The collision occurred between a and Mrs. Germain Guevremont and panel truck and a private car just Hermas Guevremont, all of Val as the panel truck was passing a d'Or; and Sister St. Louis de Gontruck parked on the edge of the zague, of Hot Springs, Arkansas, and Sister St. Leon, of Dallas,

was listed as in grave condition in Ste. Croix Hospital in Drummond- mand Gregoire, of St. Cyrille, was ville, with multiple fractures and not injured. Both the panel truck and the car were almost complete-

Use Of Force Now Last Resort For Allied World

Nevertheless a Hostile Act by Egypt Would Bring Immediate Reaction from Britain and France.

The agreement was disclosed by will convene the meeting. a U.S. informant who said "the Soviet Communist Party

by Egypt against British or French the Suez Canal. by those countries

Nasser, whose decree nationaliz- through sincere negotiations. ing the canal angered and alarm-Surely this is an ill-timed threat ed both Britain and France, said hand, have been pressing for two

force to prevent Egyptia inter-

trol system. "The possibilities of telecommunications are immense, and it will Calcium And On New Year's Day, 1924, the take many men and women of etelephone industry, and you can our needs for calcium, riboflavin

> System's brief has this same con- least half a pint for adults. Canned, fident note. One paragraph lifted evaporated or dried milk will profrom it reads:

"The total telephone force of the fat. future will follow past trends; it will be smaller, relative to the volume of service provided, but it will grow in actual numbers. In 25 years it may double. It will By making possible more econonical operations technology to be a greater proportion of highly skilled, highly paid peomical operations, technology or ple. Overall, it will contribute to a higher standard of living."

In her book People at Work, puworking conditions. In the process blished during the Depression of of change, as improvements have the thirties, Frances Perkins, Sebeen introduced, great care has cretary of Labour in Franklin D. been taken to avoid human hard- Roosevelt's cabinet, dealt at some ship, and no less care will be ex- length with the introduction of dial telephone service replacing To many people, however, auto- manual operations. Miss Perkins mation means that some industries said: "The human problem of of the future will run automatical- the displaced worker when the cutly with one or two persons con- over was made from the manual to the dial system telephone exchan-Certainly there is nothing like ge is an almost perfect example of that around the corner for the te- technological change made with a

Commission on Canada's Economic ed this the most important techno-Prospects and other evidence indi- logical change in our business Former agent of Canadian Pacific cates that though many improved this tole that the cates that though many improved the cates that the cate of the phone industry will continue to be be handled just as well in the fuoperated by large numbers of em-

The foreign ministers of Brit-Conference Likely Within Month ain, France and the United States The projected international conagreed to call an international ference is expected to be held meeting — including Egypt and within one month, possibly by Russia — to establish international mid-August. The U. S. source said it has not yet been settled who

ed Egyptian seizure of the canal He said that during U. S. State as completely legal, and urged Secretary Dulles' meetings with moderation on the British and ministers Eden and the British and French governments. The re-French foreign ministers the pos- strained tone of his speech sugsible use of force to ensure inter- gested to Western diplomats that national control of the canal ap- the Soviet Union is anxious to peared to have been accepted as "a prevent military conflict in the Middle East and is just as inter-Presumably only a hostile act ested as the West in freedom of

ships would bring military action The American opinion is that any international conference should In Alexandria, President Gamal strive for a satisfactory settlement

Britain and France, in the other

The first, between like-minded lives against the unfair competition violate Egyptian rights in the states, would be to draft rules for of buses, trucks and government canal dispute or on Egyptian soil. the future operation of the canal. air-lines. It is hard to understand Nasser told a Boy Scout meet- These then would be presented to

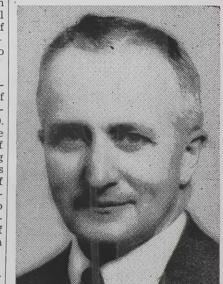
He spoke shortly after reports to be generally acceptable or not, were received from London say- the British and French were reing Britain was determined to use ported prepared to enforce them. Nasser has promised formally to

ference with canal shipping. This all the nations of the world that report was based on a statement he will respect the right of free by an authoritative British source passage through Suez despite his who said Britain would act alone government's seizure of the interif necessary in case Egypt rejects nationally constituted company an internationally negotiated con- which has been running the canal on a concession basis since 1869.

Riboflavin

And the telephone operator is be sure we will hold fast to this and good quality protein. Canada's Food Rules recommend at least one pint of milk for children, one-and-The Trans-Canada Telephone a-half pints for adolescents and at vide the same nutritives as whole milk, with the exception of butter-

Killed in U.S.A.



(The Blue Bell) pened in the U.S.A. where he was living. He was 73 of age.

Prayer to St. Christopher

"St. Christopher, who for having once carried a very precious ourden, the Child Jesus, art now rightly honoured and inxoked as the Heavenly Patron, and Minister of Transport, kindly deign to bless my car, truck or bicycle. Guide my hand, foot and eye, watch my brakes and my tires, steer my wheel, save me from skids, bursting tires, blind corners, stray dogs, thoughtless or obstinate pedestrians. Make me courteous to drivers, gentle to policemen, merciful and watchful at pedestrian crossings and coloured lights and sober withal, so that I may drive straight and safe, though not before my time, to the Heavenly Garage, where after parking my car for good among the stars I may bless God's name and my Patron's guiding hand for ever. Amen"

The publication of this leaflet by the Province of Quebec Safety League is sponsored by "Lauzon Driving School" (RE. 1-1112) in the interest of safer and happier motoring.

A TOUGH ENEMY



Troops of the 1st Canadian Infantry Division are facing a tough enemy during "Exercice Morning Star" at Camp Gagetown, N.B. The 11,000 man divisional manoeuvre ends Aug. 3rd. Commanding enemy forces is Field Marshal G. C. Corbould of New Westminster, B.C., who holds that high rank for the exercise purposes. His actual rank is lieutenant-colonel. Here holdings a "Morning Star" club, an ancient European weapon, he surveys the countryside protected by bearded bodyguards Sgt. Joe York of Toronto, left, and Cpl. Manford Stevens of North Bay.

"A Journal Dedicated to Free Speech" - FOUNDED 1926 -

The Drummondville Spokesman is Printed and Pubre is a progression which works in your famondville, Quebec, by La Parole Limited.

SUBSCRIPTION RATES

Canada, one year... \$2.50 Canada, six months \$1.50 Foreign, one year.... \$3.50 Foreign, six months \$2.00 Authorized as second class matter by the Post Office of additional skills. In becoming truly great Department, Ottawa.

DRUMMONDVILLE, FRIDAY, AUGUST 3th, 1956.

What is Self-Improvement

tion about self-improvement.

The book was written almost a century present-day authorities and find that the same rules apply in reverse. Do a poor facts are all in order.

If you want to improve yourself, you lity to do any other kind of work. can take courage from these findings.

have strengthened more than your right ings. arm. Your left arm will also appear to be Whatever this day brings you to do, do stronger, even though you did not use it in the exercise. According to the old book in the exercise. According to the old book in the exercise according to the ex

When you spend an hour seeking catch it — but he can put it in the concrete and brief expression.

economy to spend ten minutes ex- The thing needed in writing is to pressing your answer so that it will have something to pass along, and

whole story, and only that, it is not too long. Being brief means that

thought into few words, clearly and accurately, stamps the person of executives genius

pressive, but to be understood. There is an obligation upon to deliver pedestrian so long as you prefer ab-

ed by a skinny, weak-looking opponent with a strong will!

Self-improvement is all-embracing. Practice charity, for example, and your faith will be strengthened, too. Practice thrift and your earning power will increase. One virtue contributes to another; thevor once you take the first step forward

This progression explains why some specialists have also a remarkable variety in their specialty, they have strengthened the will. A good doctor, for example, could become a fine mechanic quickly.

So, do not be too concerned about the position you now hold in life. Do it really well, and you strengthen yourself in count-I picked up an old, old book the other less ways, ready for fresh opportunities. day and found some fascinating informa- A really fine store clerk increases his ability each day to become the owner and

job in one line, and you deplete your abi-

The lazy, sloppy carpenter who dreams If, for example, you exercise your right of becoming a great contractor dreams in

the answer to a correspondent's end's hands. After that it is up to question or complaint, isn't it good the end."

One important step toward clear be understood and appreciated? to use words the reader will underand courteous writing is described When Churchill was directing stand, put up in packages small enby Polonius in Shakespeare's Hamlet: "since brevity is the soul of
wit, and tediousness the limbs and
wit, and tediousness the limbs and
is sheer laziness not compressing outward flourishes, I will be brief." thought into a reasonable space. ter writing, but no essay can avoid Why are you writing?

too long. Being brief means that you will not use ten pages to tell a one-page story: but neither will you try to tell a ten-page story on one side of a sheet of paper.

Should know Just what you wish to convey. Business men don't ordinarily write with the sole purpose of self-expression. They want to get other people to understand, to believe to act.

mediocrity, while to gather much thought into few words, clearly and thought into few words, clearly and the interest of the state of the interest of the inte

er dictated them from an executi- their book called Report Writing city of expression will contribute ve's chair to an exquisite secretary. (Ronald's Press Co., New York, mightily toward natural forcefulare it is no the most effective plain is, or the pass is not good. The said Nietzsche, the German philo Have you written it too hastily? the end, of course, or make him ve his chaotic thoughts into exact

reference to some rules. One ne-

A report of three thousand words may be brief, and a 100-word memo may be long: the first, if it comprehends many facts, several points of view, and some choices: the latter if it is devoid of necessary facts, woolly in its thinking, and indeterminate in its conclusion.

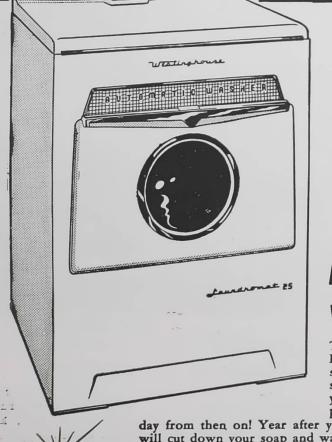
To use too many words to combellion to three thousand words while wandering around in his mind looking for explicit thoughts. So one rule for the writer of letters is: reach a clear and definite agreement with yourself about the finite agreement with yourself about the first virtue of a masculine write. The first virtue of a masculine writing style is brevity, and brevity is aided by use of the active verb and the concrete noun. What most appeals to people is life, action, sights and sounds — something happening. Note how carefully those exquisite short stories called the parables speak only of things you To use too many words to communicate one's thoughts is a sign of out the ideas you wish to convey.

Of letters is, from with yourself about the ideas you wish to convey.

your message in such a way that stract words to concrete words. But Men in management positions had it will have the best possible chance most business men are not that way ve a special obligation. Sour notes to fulfil its mission. John Ball and at all by nature, so another rule is: are not sweetened because the writ- Cecil B. Williams illustrate this in be yourself. Directness and simpliquarterback can't catch the ball for sopher. The business man will resol



. . . the completely automatic washer designed to fit into 25" of floor space



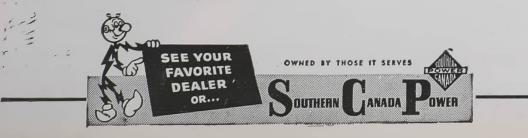
AND COSTS ONLY

Eliminate washday worries — Forever!

The new Westinghouse LAUNDROMAT '25' saves pace (needs only 25 inches square of floor space) and saves you money . . . on the day of purchase . . . and on every wash-

day from then on! Year after year, the LAUNDROMAT '25' will cut down your soap and water consumption . . . save you, literally, many, many dollars. You get all the convenience features of larger automatic washers in a compact, handsome design . . . with the famous

Westinghouse NEW WAY TO WASH... the action that flushes, lifts, turns, and tumbles your clothes 65 times a minute! THIS SYMBOL AS YOUR GUARANTEE OF GREATEST VALUE!



OVER THE FALLS



arm in order to make it stronger, you will vain, because he has climbed on the skids | People occasionally do it in a barrel, but judging from the picture, an RCAF T-33 jet trainer would seem discover, much to your surprise, that you which are greased with his own shortcom- to be a much more comfortable and scenic method of going "over the falls" at Niagara. Here, viewed from another aircraft, the Silver Star jet banks steeply, some 3,000 feet above the gorge, to present an aerial photograph with a unique background.

in the exercise. According to the old book I've been reading, there is a reason for this. In your exercising you strengthened your will. A good deal of your strength lies in the will, rather than in the muscles. Many a husny man has found this out when floor
In the exercise. According to the old book I've been reading, there is a reason for this. In your exercising you strengthened your will. A good deal of your strength lies in the will, rather than in the muscles. Many a husny man has found this out when floor
In the exercise. According to the old book I've been reading, there is a reason for this. In your exercising you strengthened your will. A good deal of your strength lies in the will, rather than in the muscles. Many a husny man has found this out when floor
In the exercise. According to the old book I've been reading, there is a reason for this. In your exercising you strengthened your will. A good deal of your strength lies in that will be descriptive narration. Some irrelevancies should make their way into all letters designed to wint fired said class that have distinction of exponence and edscriptive and adds a descriptive and adds and descriptive and descriptive and adds and descriptive and addition. It is that simple, and that difficult!

It is that simple to depart frue of shortment quality, dramatic quality, dram all this without rambling.

material for your reader to put in- adventure into his epic Odyss to shape. The expert writer, the and Aristotle made a digest of it in noughtful writer, the writer who 79 words. Lincoln's address at Ge wishes his letter to accomplish something, will not leave to his read-Ten Commandments use 297. er the labour of disentanging the United States Declaration of Inda pertinent material and reshaping it pendence has 300. By contrast, so in his own mind. What is the first object of a ma-(Continued on page 3) chine? Effective work. The maker seeks to eliminate friction and

what Professor Edgar Dale of your purpose.

Opposed to the grace and concre- images and expressions that

eness we have been writing about foreign to your train of thought an

Ohio State University brightly head- John Evelyn, the 17th century

ines on two of his essays: "The Art ry writer, told the story of Mon.

of Confusion" and "Clear Only if mouth's rebellion in 68 lines, and

Known." It is unwise to send forth he included all essentials and col

our thoughts like so much raw our. Homer condensed ten years

ightness and looseness. The machine that runs with perfect smooth ness transmits its power in produc-What is the first object of writ- SCHOOL MUNICIPALITY OF ng? To convey thoughts. The writer DRUMMONDVILLE seeks to arrange words so that they shall suffer the least possible obstruction from friction in the read-

er's mind.

In both cases the object is to secure the maximum of disposable force by diminishing the amount absorbed in transmission. "Obviously," said George Henry Lewes in an essal on style more than fifty years ago, "if a reader is engaged in extricating the meaning from a sentence which ought to have reflected its meaning as in a mirror, the mental energy thus employed is abstracted from the amount of force which he has to bestow on the subject."

resident householders of this municipality that the collection roll of school taxes, as established by the School Trustees of this municipality that the collection roll of school taxes, as established by the School taxes, subject."

If your letter deals with products or ideas that are highly technical, at the Drummondville High School take pains to interpret them simply. at the hour of eight O'clock in the mber that you are the spe- evening; but such delay expire

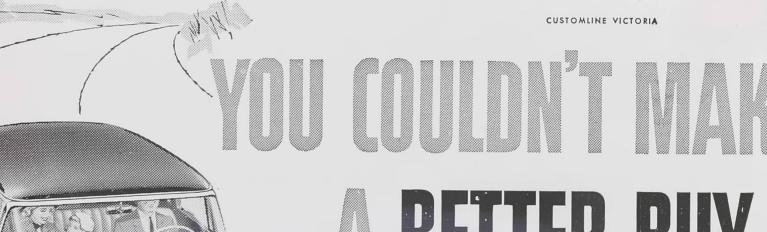
trim away the superfluous; rem

cialist on the point you are writing it shall come into force and even ed the mystery called "art". Destroy confusing ornamentation; Drummondville School Trus

Your Ford-Monarch dealer is ready to give you a really outstanding buy on any Ford you choose!

It makes good sense to buy your new car now! Your present car will never be worth more than it is today . . . and right now you can make a deal on a beautiful new Ford that will really amaze and delight you. Drop 'round to your Ford-Monarch dealer's . . . look over his stock of brilliant models ready for you to drive away . . . drive the car of your choice yourself . . . then let your dealer prove to you that now is the time to buy!





Ford offers more of what you want most!

Only in Ford can you get the fresh, modern styling that was inspired by the fabulous Ford Thunderbird! Only in Ford can you get Thunderbird power. And, you have the

choice of the world's best-selling V-8 or Canada's newest Six, the road-proved Mileage Maker! Only in Ford can you get Lifeguard Design, the whole group of safety features designed to protect you and your family! Yes, Ford offers most . . . in style, in performance, in safety and in value! Your Ford-Monarch dealer is waiting to prove it to you!

NOW IS THE TIME TO DRIVE

(V-8 or SIX you'll know it's for YOU)

ustrated or mentioned are "Standard" on some models, optional at extra cost on others.)

THIS IS YOUR INVITATION TO VISIT YOUR FORD-MONARCH DEALER'S... SEE... DRIVE... COMPARE FORD

PINARD & PINARD Limited

620, LINDSAY Street

COUNT ON THESE SIGNS

DRUMMONDVILLE

TEL. 2-3365

FOR THE BEST VALUES IN USED CARS AND TRUCKS

(Continued from page 2) columnist, a U.S.A. order to reduce reader wants to know. the price of cabbage uses 26,911

Effects of lengthiness People do not like to read a letphilosopher did in a great Egyptian temple built for a little black monkey: "What a magnificent palace is here for such a ridiculous inhabilities of the property of the palace is here for such a ridiculous inhabilities."

mo: it takes your readers an average of five minutes to read and understand it. On the other hand, suppose you were to spend two hours in composing the memo or letter writing it so simply and should take a delight in colling.

On Writing...

goods, collecting money, answering and friendly feeling. PUBLIC NOTICE Simplicity pays

> COMFORT! ECONOMY! CONVENIENCE!

> > DRUMMONDVILLE CHICOUTIMI Only \$7.00 One Way \$12.60 Return 3 trips daily

for example:

PROVINCIAL TRANSPORT COMPANY DRUMMONDVILLE BUS

TERMINAL Tel. 2-3377

WALLETS

THE CANADISM DATE OF CHILDREN

and small cash in this Envelope

Here's something new in Canadian banking!

"24-HOUR DEPOSITORY SERVICE"

Now available at the

DRUMMONDVILLE BRANCH

THE CANADIAN BANK OF COMMERCE

More than 725 branches across Canada

Depository at any hour.

Here's how our customers — old and new — can

benefit from this new dual purpose "24-Hour

(1) Customers of this branch can now deposit

cheques and up to \$100 cash, anytime day or

night, in the Envelope Depository. You simply

enclose your deposit in one of the Special En-

velopes provided for this purpose, and drop

the envelope in the Depository slot outside the

building. Acknowledgment will be mailed to

you. Envelopes are available at this branch.

Depository Service".

riticism, or making friends — will who threw sponges soaked with sebe better served by letters that are veral colours at a wall, expecting

concise, dynamic, straight-to-the- a beautiful landscape to result. point, and tell exactly what your t is good practice to reserve ad-Lengthiness can be expensive as make our meaning more precise well as ineffective. Suppose you wri- and to reject them when they mete a memo to 1,000 people, perhaps rely convey emphasis. Concrete People do not like to read a letter that is lazily long. They are likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end, as an old bilesopher did in a great Egyptian likely exclaim at the end of the e

tant!"

It is not good business to have said of something one writes. Readsaid of something one writes are something one writes. Readsaid of something one writes are something one writes. Readsaid of something one writes are something one writes. Readsaid of something one writes are something one writes. Readsaid of something one writes are something one writes. Readsaid of something one writes are something one writes are something one writes. ers are likely to resent it if you take would spend 60 extra minutes and minds to say. up their time by using superfluous your readers would have 1,000 miwords. Your purpose — selling nutes: a good return in time, temper with little expenditure of the read-

> Great writers try to tell their a fine word instead of using the ughts as clearly and shortly as simple word that fits his needs. He ossible. Simplicity has always been lays himself open to two dangers: mark of truth, and we believe he may be seduced by the charm at it is now accepted as a mark of some attractive word to write Simplicity is the outward sign of depth of thought. You cannot adorn simplicity. You do not achieve it by plicity. You do not achieve it by mmatical artifice. What will moolicity. You do not achieve it by

They are unnecessary and often amine yesterday' scarbon copies, to ance, showing no sign of strain in the strain i nisleading, deceiving not only the see how simple it is. Look at all its composition; if it is untheatrical, wise or important that he can ne- to write at length and then shorten high costs, low or non-existent proeader but the writer. The latter those "and" sentences that can be making its points without needless- glect being urbane. tes "I have given the matter my closest attention" that he really has simple sentences. Then we waste ask or, explained all avenues of approach with the real property of approach with the rea austed all avenues of approach. "and... something or other." obscure; if its words fit your is happening about that order, pay-thoughts, not hanging like a giant's ment, delivery? what difference e try to replace poverty of thought sentence the harder it is to read clothes on the limbs of a dwarl nor does it make to your corresponr language by the use of bombastic and understand that sentence. A squeezing a man's frame into the dent? You must have something phrases. Our appeal will be more sentence should, ideally, express on- mensurate with the clear expres- specific to say or you would not ective if we write gently, sup- ly one thought. At the same time, sion of what you have to say. plying facts in easily understood dious movement in what we write:

Think before writing. Just as ing it. Keep this part of your letter compact, being sure, at the same

jectives for occasions when they

tation. They are like the painter Building our sentences into good tained in the smallest space com- use of words.

SAFEGUARD CASH after banking

hours by using this Wallet Depository.

(2) Merchants and business-men holding sizable

is available at the Drummondville branch.

This "24-Hour Depository Service" is being intro-

duced by The Canadian Bank of Commerce at scores

For full details and regulations regarding this new

service, enquire at the branch. Our personnel will

of its branches across Canada.

gladly help you.

sums of money after banking hours will appre-

ciate the safety advantages of our Wallet De-

pository Service - which makes even big cash

deposits feasible at any hour. This service, too,

THAT'S HALF A MILLION

er's time and energy. It is a mistake for the business man to chase after

simplicity. You do not achieve it by grammatical artifice. What will move your reader to your way of thinking is a bowning on some does to make a main fight and sadow and a state it in letters does not consist should be avoided. They are unnecessary and often into a significant of the reads and they change it to "Early retirement from whether the mind. The smooth and fuscious in a business communication disguists. Superplatives should be avoided. They are unnecessary and often into a significant in the point of the letter is hortful if it."

Superplatives should be avoided. They are unnecessary and often integration of the first part of the pleantly superplaced if you were a similar points of the pleantly superplaced in the first part of the mind. They are unnecessary and often integrations and they continued the pleantly superplaced in the first part of the mind. They are unnecessary and often integrations are suppled to the pleantly superplaced in the first part of the mind. They are unnecessary and often integrations and they continued the pleantly superplaced in the first part of the superplaced in the point of the letter with the will be pleantly superplaced if you were a superplaced in the proposal pro

your manuscript.

form, presenting our purpose in a charming and eager way.

We must be careful about adjectives, because the evil destiny of any who aspire to good writing abides in their indiscriminate use. Those who misuse or over-use adjectives fill their letters with affectives.

The weak of the action of the artist, so a forward look is the guide of the writer. You should know your audience and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience, and your subject; you should have a clear conception of what you want your audience and your subject; you should have a clear conception of what you want your audience and your subject; you should have a clear conception of what you want your audience and your subject; you should have a clear conception of what you want your audience and your subject; you should have a clear conception of what you want your audience and your subject; you should have a clear conception of what you want your audience and your subject; you should have a clear conception of what you want your audience and your your audience and your your audience and your your audience and your your audience.

Look it over If you have been led to believe of your subordinates, can be improved, beware of seeking neat solutions. We do not know of any way of handling correspondence that is at the same time the quickest way and the best way. Efficien cy in results demands some expenditure of time in preparation. When you are checking a letter, mind. Does it convey your message to your reader in such a way as to provoke a favourable response along lines you desire? Does it tell as briefly as is consistent with courtesy and your strategy just what you have to say? Have you smothered an important points by loading them with detail? Have you dis-

there anything in the letter whos

distinction in your own.

pression, your effort to do a good | Canadian textile executives are job with an economy of words, will the first to realize these continuing have a beneficial effect. A sloppy difficulties because they have facway of writing may give rise to ed them for so long. There have

self-induced murkiness of thought, been indications of upturns before, but strictness in expression will only to be followed by a faster

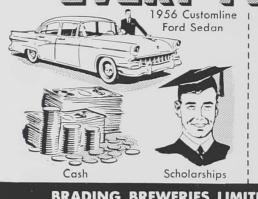
contribute to a tidy mind. Still, many are hopeful that sales

Appreciate good writing We should esteem good writing, and profits will improve this year. and show our appreciation. There There is good reason to believe is magic in a word of praise. they will. Why not write, once in a while, -

to someone who writes you a letter, Some 13,000 tablecloths will be just to compliment him? Go into used aboard the new Canadian Paparticulars; don't compliment generally. He probably knows that what he wrote was pretty good technically. Some 1,800 pounds of type will ally. Instead, tell him what it meant be used for printing purposes aboto you, now it gave you a new view- ard the new Canadian Pacific flag-

YOU WILL GET It will be easy, then, to choos write: Maria's in Love's Labour's





WITH BOTTLE CAPS . . 1st. Prize: \$350.00 Scholarship PLUS BONUS of 1956 Ford Customline Sedan. 2nd. Prize: \$50.00 CASH PLUS BONUS of \$100.00 Cash 3rd. Prize: 10 Prizes of \$5.00 PLUS BONUS of \$10.00 Cash. WITHOUT BOTTLE CAPS ... 1st. Prize: \$350.00 Scholarship for the person of your choice. 2nd. Prize: \$50.00 CASH.

BRADING BREWERIES LIMITED GET CONTEST DETAILS FROM YOUR LICENSED GROCER, HOTEL OR TAVERN SAVE BRADING'S BOTTLE CAPS

THREE IMPORTANT QUESTIONS FOR FATHERS

... the answers are vital to their families

The answers to three simple questions may help tures of the Metropolitan Family Income Plan: show the difference which would occur in the standard of living of a family if a father were not here. These are the important questions: Question 1. How much does his family spend

ical expenses and other necessities? Question 2. How much would the family spend face amount of the policy. if the father's expenses were eliminated? Question 3. How much income would the family

monthly on groceries, rent, heat and light, clothes, med-

receive regularly without his pay check? If the answer to question 3 is subtracted from question 2, one will get the minimum amount of monthly income a father should be planning to provide to protect his family . . . and a good way to do this is through the

Metropolitan Family Income Plan. Every father should consider these important fea-

1. Each father can choose the amount of monthly income needed—\$100 a month, \$200 or more. 2. If he should die at any time within 20 years, the

Metropolitan Family Income Plan will provide this income for his family each month for the remainder of the 20 years, and then a cash settlement equal to the

3. If the father should live beyond the 20 years, he and his family can have continuing insurance protection for the full face amount of his policy as long as he lives.

Here is a way a father can help solve the problems of protecting his family today. Ask your Metropolitan Representative to give you the details on the Family Income Plan. It is easy to get in touch with him, for ...

Metropolitan service is as local as Main Street... as close as your phone

METROPOLITAN LIFE INSURANCE COMPANY

DRUMMONDVILLE DISTRICT

190 HERIOT Street

DRUMMONDVILLE

Canadian Head Office, 180 Wellington Street, Ottawa 4, Ontario

C. HECTOR LEROUX, Manager

TEL. 8-0202

point, solved a problem, or added to your happiness. As André Mauois once remarked: "The general did not thank me when I talked to him of his victories, but his gratimentioned the twinkle in his eye. Out of your evaluation of others letters will spring a new desire for

'56 Alpine Rally

roadholding, endurance and reliability, add a dash of good driving man and machine. and throw the whole mixture round 2,500 miles of the worst roads in Alpine Rally victory.

first, second, third, fourth, and ed 1, 2, 3, 4 and 5. fifth places in their class on July | The manufacturers' team prize 13th when this world famous moun- was a more closely fought battle tain trial ended at Marseille.

Dr. Dudley Barker's privately en- France and Germany tered Standard Ten won its class as well. His car was the only one of Take five Triumphs with speed, 11 cars of up to 1,000 c.c. capacity nault Dauphines was thrown into

Europe through dust, rain and story, for they won the Alpine cups team prize. Yet not one Dauphine scouring grit — that might be the and earned the factory in Coventry finished the course. Their air-cooled Standard Motor Company's recipe the coveted manufacturers' team engines choked with face powerfor giving Britain her greatest ever award. Of the 15 spick and span fine dust, they struggled gamely but cars — Triumps and A.C.'s from eventually succumbed to severe in-For that is just what happened Britain and Italian-made Alfa Ro- ternal injuries. Another blow to the when the TR3's of Maurice Gatso- meos - in the 1600-2000 c.c. class rear-engined car's claim to reliabinides, Pat Hopkirk, Les Griffiths, which left Marseille as the sun set lity was the retirement of several Joseph Kat and Tommy Widom on July 6th, only six returned the- German Porsches with the same win five Alpine Cups, a silver cup, re seven days later. And of those trouble. the manufacturers' team prize, the six, five were Triumphs. They reforeigners' team prize and took turned victorious in their class, plac-

but one with a similar ending. Com-

TCA Stewardess is "MISS CANADA" Chaperon



Miss Lou George, Trans-Canada Air Lines stewardess, was selected as official chaperon to "Miss Canada," Montreal's Dorothee Moreau. Miss George, a veteran of nearly 200 trans-Atlantic crossings, accompanied the pretty red-headed beauty queen to England where Miss Moreau was given a screen test by the J. Arthur Rank Organization.

19. Poly-

LAST WEEK ANSWER

L/X) I	MEEU	A
ACROSS	43.	Species o	1
I. Talk		pier (Pl.))
6. More	44.	Regions	3
dexterous	45.	Age from	i
11. An Indian of		13 to 19	
the Greater		DOWN	1
Antilles ~	1.	Blemishe	S
(now	2.	Brightly-	1
extinct)	1	colored bi	rd
12. Serious	3.	Ireland	
13. Tapestry	4.	Mother of	
14. A star	10.	Irish gods	3
in Orion	5.	Measure	go
15. Anger		distance .	-

16. Our most (India) ' modern 6. Harmonize 7. Young of plane 17. Nickel the herring 3. Loiter 9. Leveled 10. Trusts

(sym.) 18. Drama (Jap.) 19. Chills 16. Rightfuland fever 21. Bill of A THEFA an anchor 22. Strips of a cask

grass to dry 25. Snake 27. Sashes ° (Jap.) 29. Sea between SE. Italy and W.

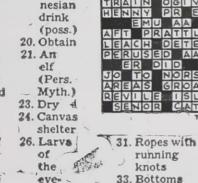
24. Spreads

Greece 32. Father (af.) fectionate term) 33. Begone!

34. Negative 35. Half an em 36. Digit 37. Fuss

38. Backless seat 40. Removes, as skeleton. of fish 42. Grasslike

plant



thread. worm

36. Roman 27. City (W. 37. Poker stake Tex.) 28. Chaff 39. Poem 30. Per. to 40. Club the Andes

41. Single unit

of shoes

garment



PROFITEZ DU PLAN ARGENT MAINTENANT, PAIEMENT PLUS TARD

Obtenez le PRET requis en 1-VISITE

Obtenez l'argent voulu promptement . . . remboursez-le sans hâte, par mensualités commodes. Profitez du service de Consolidation des Comptes. Crédit valable dans tout le pays, à plus de 1,000 bureaux affiliés, sans frais supplémentaires! Pour un prêt en 1 visite, téléphonez d'abord, écrivez ou venez chez **Personal**, aujourd'hui!

Prêts de \$50 à \$800 ou plus sur Signature, Meubles ou Auto Beneficial LA COMPAGNIE OUI AIME DIRE OUI

Finance *Tersonal* FINANCE CO.

100 RUE MARCHAND, DRUMMONDVILLE Coin de rue Hériot • Téléphone 8-1356 r rendez-vous — téléphonez pour heures du soir Prêts consentis aux résidents de toutes les villes environnentes . Personal Finance Company et Canoda

Not only that, but by sheer depetition for this award came from pendability and faultless reliability the top car makers of Britain, Italy,

A full team of rear-engined Reto survive this punishing test of the battle against the liquid cooled Triumps, MG's, Sunbeams, Peugeots, Alfa Romeos, Salmsons, Fords and But this is really the Triumphs' Aston Martins — all seeking the

> This struggle for supremacy was fought on the toughest of European car "Battlegrounds" with the weapons of car reliability, toughness, speed and drivers' skill. It was battle which reached its zenith almost within sight of the final con-

At the halfway stage — the end of the Zagreb-Cortina stage - the Ford team was out of the running for the team prize, the result of coil trouble of Ann Hall's Zephyr. When the crews left for Megeve on July 11th for the penultimate section, only 27 cars of the 79 which started were free of penalties; 13 were British - five of them Tri-

Disaster then struck the three remaining penalty-free Sunbeams. One struck a tunnel wall on the Passe di Stelvio and the other two did not go fast enough on a timed section. Still the Triumps remained

six days, almost, to the hour since the Rally began - the final stage started. The three remaining teams hopes-Triumphs, M.G.s and Peugeots left Megeve for Marseille. All but the Triumphs came to grief. The MG team's hopes were dashed when Jack Sears crashed,

At just after 7 P.M. on July 12th-

and the Pougeot equipe's bid ended when Madame Terray's car fell by the wayside. Triumph were trium-No one who has tasted the throat searing dust of the Falzareggo, sampled the 147 hairpins of the Ferclaz at speed or snaked tortu-

ously up the 7,800 ft. Galibier and down the treacherous stelvie can deny the weight of this victory. One false flick of the wheel or a locking brake could have meant a death drop of thousands of fee. Ye the five Triumph won through to take five Coupes des Alpes - the most ever won by any manufacturer since the Alpine Rally bogan-a silver cup, the manufacturer's team award, the foreigners' team award and the first five places in the class - all against the stiffest of in-

ternational competition. Commenting afterwards on the amazing performance of the British-made Triumphs a French newspaper columnist wrote - "It was a name predestined...

To Maurice Gatsonides must go full credit for his silver cup winthe result of three faultless Alpine Rally drives, two in Triumphs. But his American navigator Ed. Pennybacker shares fully in his Coupe des Alpes win.

So, too with Paddy Hopkirk and Bill Cave; Joseph and Phil Kat: Leslie Griffiths and Normand Blockley, Tom Wisdom and daughter Ann it was true teamwork which brought the best out of the Triumphs.

Of the other British competitors, Nancy Mitchell achieved the double - a Coupe des Dames and a Coupe des Alpes with her M.G.,

YOUNG MEN



SGT DICK

of the Canadian Army will be at the Drill Hall, 250 St. Louis St. Drummondville, Tel. 2-2714, Monday to Friday of everyry week from 9 a.h. to 6 p.m. Young men are cordially invited to inquire into the opportunities available in the Canadian Army.

PUBLIC NOTICE

PROVINCE OF QUEBEC SCHOOL MUNICIPALITY OF WENDOVER & SIMPSON

Public notice is hereby given to all proprietors of real estate and resident householders of this municipality that the collection roll of school taxes, as established by the school trustees of this municipality has been made and completed and that it now is and will remain in my possession for inspection by parties interested, during the thirty from this notice, during which time it may be amended; any ratepayer may, during the said delay, complain of such roll, which will be taken into consideration and homologated, with or without amendment, at the meeting of the trustees to take place on the twentieth day of August, 1956 at the Drummondville High School at the hour of eight o'clock in the evening; but such delay expired, it shall come into force and every person interested, after having taken cognizance thereof, if he so desires, shall pay the amount of his taxes to the undersigned, at his office within twenty days following the said delay of thirty days, without

further notice. Given at Drummondville this twentieth day of July, 1956. Wendover & Simpson school trus H. E. FRENCH

Secretary-Treasurer wendover & Shipson WE KNOW EVERYTHING!



The CCF effort on July 24th to close off the parliamentary study of small loans legislation before the case for the industry affected could be heard, wound up instead in a temporary breakdown in hearings and a technical hassle over procedures. These were the circumstances. New Federal legislation on small loans is before the Banking & Commerce Committee of the House. It is highly complicated controversial and contentious legislation. Over a period of weeks, the Federal Department of Insurance, which regulates licensed family-loan lenders, has been presenting its case. The industry affected, whose spokesman is Charles Cawker of Belleville, Ontario, president of the Canadian Consumer Loan Association, was on the stand and finishing page one of the Association brief. Roy Knight, (CCF-Saskatoon), moved to end the hearing of evidence and send the bill back to the House for passage. Committee chairman J. W. G. Hunter (Lib.-Parkdale) ruled the motion out of order on the grounds that no bill could be referred back without study of the next of the proposed legislation. Erhart Regier (CCF-Burnaby-Coquitlam) appealed the ruling which forced adjournment till the Speaker of the House could rule on the matter. After a day's delay, hearings resumed as did the wrangle over basic differences in attitude. The CCF position is that no hearing of witnesses from the banks or the loan companies affected is necessary. Private members, Liberal and Conservative, have been insisting on detailed examination of small loans problems. The chairman takes the position that the committee cannot make a report without hearing both sides

Count Charles de Salis, a British pleted the rally; 17 were British. Guards officer, won a Coupe des Seventeen Coupes des Alpes were Alpes with his Aston Martin as did awarded — nine of them to British Tom Harrison (Ford) and Denis made cars. Five were Triumphs — Scott (Ford). Thirty-four cars com- a triumph indeed

Yes Something Must Be Done

In spite of the poor result obtained during the Safe Driving Day campaign on July 25th, Mr. Camille Archambault, President General of the Province of Quebec Safety League hopes that the sad and shameful accidents which have occurred will demonstrate that something must be done to improve the

"I do not want to give the impression that the situation is desis grateful to the religious, civic accident rate on our roads during and police authorities, to the many the next ten years. organizations and more particular-T.V. who have greatly cooperated declare war when casualties inflictly to the newspapers, radio and Driving Day campaign organized in the province on July 25th, feast of by leaving us at peace with our St. Christopher, patron saint of cars."

"For more than forty years, the Quebec Safety League has accepted its responsibility of promoting safety education — "but cannot do the job alone". We need the help of every individual who drives, rides or walks — this is essential. with the cooperation of the general flashier.

of highway accidents in the next even greater than in the past. The 6-9. ten years, the Province of Quebec Safety League suggests the follow-

1—People must be convinced that the only real answer to the traffic problems is for every individual not only to drive and walk sensibly and safely, but to support our safety campaigns. 2-Make driver education - in

class and behind the wheel a required course for every student of driving age in every high school 3-Make it so though to get a driver's license that only a

person who is physically, mentally and emotionally qualified to drive in modern traffic can get one. -Take the license away from any driver as soon as he shows

inability to drive as decent,

5-Back traffic courts to the li-than ever. mit in showing errant drivers and walkers that it just isn't higher. smart or healthy to behave selfishly or dangerously in

traffic. 6-Cut through red tape, apathy and inertia to obtain uniform traffic laws and give the driver a set of simple understand-

able traffic rules and laws that he can follow. 7—Build as many miles of safe,

vehicles on the road. The fulfilment of these suggestperate", said Mr. Archambault. "We ions, said Mr. Camille Archambault, have done a great deal to reduce President General of the Province offer a fuel injection system involvthe number of accidents and the of Quebec Safety League, will un- ing direct delivery of fuel into the Province of Quebec Safety League doubtedly reduce by 50 p. 100 the cylinder, eliminating the carburetor

"Otherwise, why should anyone with the League in its first Safe- ed on us would be paltry compar-

The 1957 Cars

Cars of 1957, says The Financial Station C, Montreal. The situation can only improve Post, will be longer, lower and

In order to reduce the number treatment and body style will be 2042 Fradet, St-Simon, evening only

sensible citizen should drive. long, low look is more in vogue Prices probably will be a little

The buyer trend to more extras and slightly more expensive cars

will continue. So will the boom in four-door hardtops. Black will continue its comeback as a popular color. More cars will

have gold grilles. Most 1957s will have 14-in. tires modern, resistant highways as instead of 15. The new tires will be possible taking into account slightly wider, take lower air presthe annual increase of motor- sure. They'll lower a car's centre of gravity, adding to safety and

lending themselves to the new look. At least one car is expected to

CLASSIFIED

business. You begin earning kood money the first day. Strictly your own boss. All families are customers and users of our many products. Openings in your surroundings. Write for details. Familex.

BEAUTIFUL HOUSE - to rent, near river, \$28. per month, 5 The variety of color, chrome rooms, new house, mully installed



Everything about it says, "luxury"... except its price



Just once, before you purchase a lesser car, come in and actually look at the price tag on a beautiful Chrysler. It will pleasantly surprise you.

For the true cost of this superb motorcar is far, far lower than its graceful, expensive appearance would suggest. And, too, many features, such as Chrysler's new push-button PowerFlite automatic transmission, are standard equipment on this fine car.

Make this thoughtful comparison—see how a big Chrysler with all its standard features actually compares with other cars similarly equipped. Your Chrysler dealer has never been in a better position to put you into this great car. And he will be glad to bring a Chrysler to your door. You'll find you've never been so thoroughly pleased.

Chrysler New Yorker 4-door Sedan



DESMARAIS AUTOMOBILE

BERNARD BOULEVARD DRUMMONDVILLE

TEL. 2-5471