



IN THE NAVY

"It's a Man's Life," says the recruiting slogan — but there's a place on the Navy for women, too.

During the past year, close to 100 young women have begun careers in the regular force of the Royal Canadian Navy. The number is steadily increasing as the RCN's Wren component, formed only in 1955, moves toward its ceiling of 35 officers and 365 Wrens.

One of the 100 now serving is Sub-Lt. (W) (S) Andree Savoie, of Plessisville and Quebec City, who has the distinction of being the first regular force Wren to qualify as a Supply Officer.

To Sub-Lt. Savoie, the future holds promise of a varied and interesting career. Other than sea service, she has the same opportunities as her male contemporaries specializing in the business side of the Navy. Now serving as assistant secretary to the Commodore of the RCN Barracks (HMCS Stadacona), at Halifax, she may expect to receive subsequent appointments which will involve accounting, management of naval stores and a variety of other duties.

To qualify as a supply officer, Sub-Lt. Savoie attended a six-month technical course at the Naval Supply School in the Montreal suburb of Ville La Salle. The first Wren to take the course, she terms it a "voyage of discovery" not so much because she was a "pioneer" but because of the astonishing amount of knowledge she found a naval supply officer has to possess.

She had nine classmates, all males. Any initial trepidation she may have had about special treatment was quickly dispelled. Although in a unique position, she received no more than the usual courtesies and was accepted on her merits as a fellow-student.

With her career behind her and a varied career Sub-Lt. Savoie is satisfied she made the right decision. "I have now a sense of achievement and a feeling I am getting somewhere, she confides. To her, the Navy offers "incentive" and, more important, a "goal".

IN THE ARMY

A soldier's teen-aged daughter, once a victim of polio, will be well looked after by the Royal Canadian Army Medical Corps during her ocean voyage from England this month.

A portable chest respirator is being installed aboard the "Empress of Scotland" at Montreal before the CPR liner sails for England on August 6. The respirator is, in effect, a portable iron lung.

Thirteen-year-old Audrey King, daughter of Major and Mrs. H. L. M. King of Regina, was stricken with polio in 1953, and suffers paralysis around the shoulder and thoracic muscles. As a result, colds and flu are a constant danger of pneumonia.

However, the special mechanical breathing apparatus supplied by the RCAMC will reduce the danger during her trip across the Atlantic. Audrey, accompanied by her parents and other members of the family, will sail from Liverpool on August 17.

Her father, a member of the Royal Canadian Electrical and Mechanical Engineers has been serving at the Canadian Army Liaison Establishment in London, England, for the past three years.

He is a graduate of the University of Saskatchewan where he received his Bachelor of Engineering degree. On his return to Canada, he will be posted to the Army's Vehicle Experimental and Proving Establishment on the Montreal Road near Ottawa.

IN THE AIR FORCE

RCAF ground and aircrews operating in the far-Northern Arctic on Shoran operations with 408 Photographic Squadron have returned home to Station Rockcliffe after a busy summer.

As well as stories of completing the Shoran (an accurate method of aerial survey) programme, the crews have tall tales of fishing and forced hunting to unfold.

One airman, LAC William Buckridge of Woodstock, Ont., who spent a month with two companions on bleak Victoria Island, 1000 miles from the North Pole, tells how he killed an Arctic Fox with his heavy bush boot.

"Crouching in the snow to inspect recently poured cement," relates LAC Buckridge, "I noticed something move about four feet to my right. Hastily scrambling to my feet, I got erect just in time to receive a snarling bundle of white fox on my chest. The snapping jaws missed my throat by inches as I staggered backward. The fox fell to the snow, biting me just above the right knee as he fell."

"I kicked hard with my bush boot," LAC Buckridge, "and the fox dropped at my feet with a broken neck. He was skinny and appeared to have just emerged from hibernation which probably accounts for his attack. After skinning him, I paid an Eskimo a dollar to tan the hide, to keep for a souvenir."

"On, and I almost forgot," LAC Buckridge concluded, "I paid fifty cents to the Mounted Police for a hunting license."

Other airmen have tales of fishing with 20 and 30 pound lake trout and Arctic char being landed as fast as your line could be thrown out. One airman attempting to cast his line took a big swing over his shoulder and the line fell in the water behind him. Before he could recover the line, a 20-pound trout took the bait and almost pulled him backwards from the boat.

The DRUMMONDVILLE

Spokesman

Journal Dedicated To Free Speech

VOL. XXVIII — No. 19

DRUMMONDVILLE, FRIDAY, AUGUST 10th, 1956

"Granit" is For Long Distance Calls Only

361 Accidents in Seven Months

Who Should Run Our Railroads?

Sometimes we wonder how some of our Canadian labor organizations and leaders can stomach the interference they seem almost to welcome from the United States.

If an American politician or businessman or educationist or sports authority ever told Canadian workers to get off in any of their realms of activity there would be an uproar from Canadians, and from Canadians who are in labor unions.

Recently in Montreal, a Mr. H. E. Gilbert of Cleveland, Ohio, who is president of the 96,000-member Brotherhood of Locomotive Firemen and Engineers, addressed a membership rally in the Legion hall. He accused the CPR of telling only half the story in its appeal to the Federal Conciliation Board against labor refusal to remove firemen from diesel locomotives.

Mr. Gilbert, according to the Montreal Gazette, said the CPR "failed to consider properly factors of public safety."

The CPR had submitted to the Conciliation Board that firemen originated with wood-burning locomotives but that with the development of steam and diesel, particularly diesel engines, the job of the man who used to pass wood and generally do a firemen's chores was gradually eliminated.

As to public safety the CPR said flatly: "In the light of the facts there is no justification for retaining a fireman on diesel locomotives in freight service."

And on passenger service the CPR said it planned to give the engineer a "helper" to look after the operation of automatic generators but that a "fireman" was unnecessary. In any case, said the CPR, the company would "absorb" all firemen; that is,

nobody would be let out because of this move.

The record of Canadian railways in public safety is so high that we hesitate to boast of it for fear of taunting the fates. Yet here comes a gentleman from Cleveland to assert that the CPR is failing to consider safety factors. It is, to say the least, a fine bit of cheek.

The Journal over the years, has never objected to international unions; its belief being that if labor had to deal with powerful international capitalism it could only do so effectively and fairly by being affiliated with United States unions.

But that is a far different thing from some labor leader in the United States trying to dictate to labor over here — and indeed to all of us — what we must do about the operation of one of our national railways.

It is Mr. Gilbert's right and presumably his job to do his best to see that Canadian railway employees are well paid. We doubt if it is his job to confuse wage standards with standards of sound and economic operation of a railway in the light of modern equipment. The Canadian public, already concerned about the high cost of railroads, doesn't want efficiency and progress impeded by Mr. Gilbert or anybody else.

We believe the union heads in Canada should be jealous of their pride in these matters and not let some American come up here to tell the CPR it is careless of public safety. The right of labor to bargain for fair wages is not in question — but it must bargain fairly — and wisely — or it will lose public faith and bring upon itself and all of us a most dangerous and costly disunity.

(The Ottawa Journal).

Chief of police Conrad Proulx has presented his report to the Council members showing that 361 traffic accidents were registered in Drummondville from January 1st to July 31st, something as a record. The detail is as follows: 225 auto collisions; 69 between cars and trucks; six persons were killed; 13 severely injured and 33 slightly injured. Damages amounted \$71,949.00.

As to July only, the pattern is highly impressive. As a matter of fact, 39 car collisions occurred which caused two deaths with many injured. Accidents happen almost daily in spite of the fact that streets are generally large and straight. Result: the insurance rates are to be increased considerably next year.

But no matter what can happen on this side, police traffic was given orders to patrol highways day in and day out and to intervene at the slightest infractions. Law enforcement seems to be the only remedy to a situation which is daily deteriorating.

Canada and Suez

For Canada, says The Financial Post, closure of the Suez Canal would not have a serious effect on oil supplies.

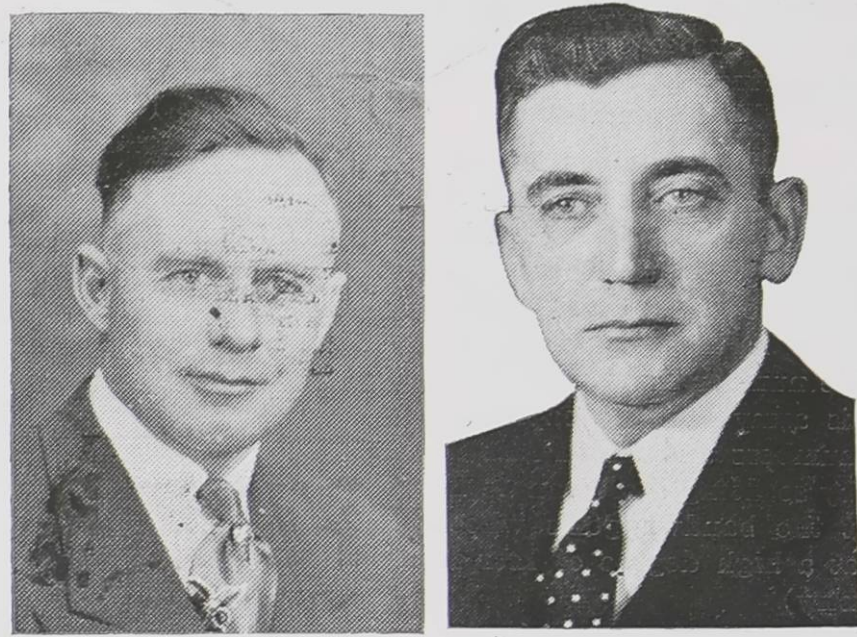
In 1948, we produced only 7 p. 100 of our oil requirements; now we produce 80 p. 100 of the 510,000 bbl. a day we use. Most of the balance comes from Venezuela; we get about 18,000 bbl. a day from the Middle East.

If there is real trouble in the Middle East, the logical answer will be (1) more imports from Venezuela, or (2) an extension of the Interprovincial Pipe Line to serve Montreal, already under serious consideration.

Betty Phillips



Here is Betty Phillips whom, along with Meertie Prentice, television viewers meet every week on the Vancouver CBC-TV program "Lolly Loo Dum". Together they bring a pleasant half-hour of light entertainment with particular stress on folk songs and ballads.



Mr. Winston Duffy, of South Durham, and Mr. Georges Messier, of St. Philippe, president and vice-president of the Drummond Agritural Society which will hold its annual exhibition at Drummondville during the current week-end.

Trust Is Two-Sided

It is hard to believe that a booming prosperity should prejudice the possibility of tax relief. Yet the economic Solons at Ottawa are tantalizing themselves with questions as to whether a probable \$300,000,000 surplus should result in generous tax relief even as a filip to election enthusiasm. The assumption is that if we were permitted to retain some of that money we should immediately go on a spectacular spending binge with dire inflationary effects.

This seems to assume that all wisdom resides in Ottawa, that left to ourselves, we should make a sorry mess of things. But perhaps we shouldn't. Perhaps, if we had a cash surplus, we might learn to use it wisely. One of our problems, for instance, is the need for foreign markets. They are difficult to secure because taxation and other costs make it difficult to keep our prices on a competitive basis with those of other countries. Perhaps industrial taxes were lessened, it might be possible to reduce prices until they became highly competitive. That would be tax reduction acting as an anti-inflationary factor. It is at least as reasonable an assumption as the government's belief in taxation as the sovereign remedy for all inflationary influences.

Speaking generally, the worker has not thought of dollars taxed away as any part of the reward for his efforts. What he assumes to be his wage is not what the employer actually pays, but what he receives after taxation has done its worst. He has crystallized it in a phrase "take-home-pay". Much of the recurring wage demands are an effort to make "take-home-pay" compare with the wage he thinks he should receive. Maybe if the tax authorities took a somewhat smaller bite of his earnings there might be less inclination on his part to be pugnacious about wage rates.

Another factor is the uneasy question of what would happen if credit were suddenly and sharply restricted. What would happen to the homes bought on a shoe-string? What would happen to the instalment plan obligations assumed? Mightn't we possibly assume that, on the average, people like to pay their way, and like to be provided and secure and, given half a chance, they might be both? Should it be too much to ask that

government should put the same trust in the people that the people put in their government?

Heavy Penalty

Montreal — More than two lives a day are sacrificed in the Province of Quebec through self negligence. The Province of Quebec Safety League reports that traffic accidents injured 11 persons every hour of the day. Those figures speak loudly enough to bring everyone to their senses. Lack of prudence and judgment are the main causes of accidents.

Possibility of Fall Election

Possibility of Fall election should not be ruled out. Although no decision may be expected until end of August, when Prime Minister St. Laurent returns from vacation, arguments in support of going to the polls this fall are compelling from standpoint of Liberal party strategy. Among other things, fall election would deliver Federal Government of necessity of bringing down pre-election budget complete with tax cuts. Economic brain-trusters at Ottawa are reported to favor fall election for this reason fearing that tax reductions might fan fire of inflation.

Political pundits of Liberal party would be well advised not to be influenced by their electoral attitudes by views of their economic advisers. A snap general election, in which Canadians would be deprived of any prospect of tax reductions in the foreseeable future, would not win friends for the Government. Nor is there any reason to suppose that tax reductions would increase the danger of inflation. So long as taxes remain high, government spending will remain high, and government spending is no less inflationary than spending by any other sector of the economy.

Further argument in favor of fall election, popular in Liberal party circles, is that it would be well to go to the polls while the Prime Minister's health remains good.

While odds are still against fall election, possibility should not be ruled out at this stage.

The New System Will Not Start Before August 19th.

Thousands of telephone users in Drummondville and the surrounding territory had their first look at the 1956 edition of the telephone directory this week, and they were surprised to see that for the first time in its history the book has been given a definite local flavor.

The front cover of the new telephone "who's who" is graced by a drawing of St. Frederick Park — one of the city's best-known landmarks. The illustration is the work of Lorne Bouchard, A.R.C.A., one of Canada's foremost artists, and it replaces the familiar figure of the "Spirit of Communication" which appeared on the cover of directories here for many years.

N. H. Graham, Bell Telephone manager here, pointed out however that the new book will not become effective until August 19 when new numbers are introduced for all telephones in the city and neighboring localities.

This mass change of numbers is the result of the introduction of a system called the "two-five numbering plan", under which all telephones will have numbers consisting of the first two letters of an exchange name — Granit — an exchange numeral and four other figures.

"Using the new book too early will only cause 'wrong numbers' and result in confusion and lost time," the manager said. "However, for the same reasons, the old directory should be discarded as soon as the new one becomes effective."

Mr. Graham also invited telephone users to jot down in their Blue Book of Telephone Numbers local

and out-of-town numbers frequently called and to keep that personal list up to date. Blue Books in regular or pocket sizes are available free at the Bell Telephone business office.

Commenting on the change of numbers, the manager stated that it would not be necessary to dial the two letters for local calls. "It will not be necessary to dial the two letters for local calls. 'It will be sufficient to dial only the five figures for these calls, but it will be important to use full numbers for long distance calls," he added.

The new numbering plan — which is gradually being introduced throughout Canada and the United States — is an integral part of an important new advance in long distance service. This advance enables operators to dial direct to telephones in distant centres without the assistance of any other operator along the way.

Approximately eight out of ten of the long distance calls in Bell Telephone's Ontario-Quebec territory are now completed by this faster method. Its use will be extended further as the necessary switching equipment and other facilities are installed in more and more centres. Eventually it will include all Canadian and United States telephones and customers themselves will be able to dial many of their own long distance calls.

Indicative of the growth of the telephone system in this area is the increase in the number of copies of the directory which will be distributed initially this year. Total distribution of the 1956 book will reach 8,900 copies — 600 more than last year.

Tips on Touring

By Carol Lane
Women's Travel Authority



Eating out-of-doors is a real picnic these days, thanks to modern ingenuity. So many canned and packaged foods are now available that picnic planning, packing and preparation are easy matters.

When planning your picnic, stop first at your local grocer's and familiarize yourself with the canned and packaged goods on his shelves. After stocking your car, add to your eating gear your favourite frying pan and a can opener, and you have most of the equipment necessary for cooking out-of-doors.

Such familiar fare as baked beans can be prepared easily, if you take along the canned variety. "Dinner-on-a-stick" is picnic food that's fun to make and fun to eat. Easiest version, of course, consists of frankfurters speared and roasted over the open flame. For a change, spear wedges of canned ham, tomatoes and onion slices alternately on a stick. Sprinkle with Worcestershire Sauce and rotate slowly over the fire until the tid-bits sizzle.

If the picnic site you choose has no fireplace, don't get hot and bothered. Plan a bun and salad menu. Take along hot soup or cold drinks in a vacuum bottle or frozen fruit juices in cans. To your potato salad add sliced Vienna sausages, deviled eggs and tomato wedges around the top of the bowl. For something new in picnic menus prepare "bunwiches" to go with the salad. To make Deviled Ham Buns, put a slice of cheese in a hamburger bun, spread with deviled ham and top with pickle relish. For Mock Frankfurters, cut canned luncheon meat into strips an inch thick, place in frankfurter buns, and smother with your favourite trimmings.

Plan your picnic out-of-a-can, and you'll have an easy-to-make meal outdoors.

Suicidal!

Montreal — Pedestrians or cyclists using the highways are either lacking judgment or proving to be stubborn when not yielding the right of way to motorists, says the Province of Quebec Safety League. Pedestrians and cyclists have equal rights with drivers to use the highways and there is no question about that. But, as everyone knows, highways were constructed to make the traffic flow easier. One thing to remember is that when accidents occur, pedestrians or cyclists stand to suffer greater damages than motorists. Everyone of them should give their full cooperation to avoid road accidents by being careful and also being a member of the Knights of Road Courtesy.

Top French Plays Scheduled For North Hatley

The North Hatley Playhouse will present Le Théâtre Chantecler in a short September season of French language comedies, it was announced at North Hatley.

The successful troupe of well known Montreal stage and television artists, under the direction of the experienced Paul Hébert, will open with Coward's "Le Printemps de la St-Martin" (Fallen Angels) on Thursday, September 6th. The play will change each week during the three week run, each play to be presented four evenings. The bright new Playhouse, with an astounding record of full houses in its first season, has already increased its seating capacity twenty-five per cent for the remainder of its English season and for its first French season.

Among the players in M. Hébert's first North Hatley presentation are Jeanette Oigny, Beatrice Picard, Hug-Pierre Masson, Mario Verdon and other experienced Montreal artists. The full details of the remaining plays, cast and box-office arrangements will be announced within the next two weeks.



This picture represents the Drummondville Air Cadets who spent a fortnight in the Clinton camp in Ontario. Pilote officer Benoit Vanier (extreme left) was in charge of the group.

Be Careful on Highways to Avoid Traffic Accidents

The DRUMMONDVILLE Spokesman

"A Journal Dedicated to Free Speech"
— FOUNDED 1926 —
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DRUMMONDVILLE, FRIDAY, AUGUST 10th, 1956

Economic Lubrication

A couple of months ago, the C.M.A. completed its annual survey of the sales dollar breakdown. Primarily, the object of this study of industrial balance sheets is educational; to show that profits are not only reasonable but prove that they are, in fact, even less than one-half what the general public thinks a fair profit figure should be. But, inevitably, a survey of this kind produces a wealth of fascinating information on the side. This year's survey was no exception.
One piece of information — not really new, but intriguing just the same — was the fact that in the fiscal year under study — 1955 — the number of shareholders

Quebec Expansion Planned by ACC

The Aluminum Company of Canada (Alcan) has announced that general contractors, comprising a group of Quebec contractors, have been selected to carry out the construction of a new 1,000,000 horsepower development at Chute-des-Passes on the Upper Peribonka River. Preliminary announcement of this addition to Alcan's power facilities was made by Nathaniel V. Davis, President of Aluminum Limited, Alcan's parent company, at the annual meeting of shareholders on April 26, 1956.
The contractors forming the group are Perini Quebec, Inc., sponsor; McNamara Quebec Ltd., and Quenon Construction Ltd.
It is G. Acres and Co., Limited, the designing engineers for the Bernis Power Project, are the engineers for this project.
Alcan has leased from the government of the Province of Quebec the right to develop the project, and has been carrying out engineering and geological studies to determine the most economic design for the project.
It is expected that first power from the new powerhouse will be generated in about three years. The Chute-des-Passes development is part of a previously announced expansion programme in Northern Quebec. Included in the programme is the construction of 120,000 tons of new aluminum melting capacity in the Saguenay. The planned Quebec expansion and the construction of the Peribonka River will increase Alcan's aluminum capacity from 650,000 tons per year at the end of 1955 to a figure in excess of one million tons at the end of 1959.
The water, after being developed and where an underground generating station will be installed, will be discharged through the Saguenay River to resume its normal flow to Lake St. John and the Saguenay River passing through Alcan's downstream generating stations before reaching sea level. The power project will have an installed generating capacity of approximately 1,000,000 h.p. and is expected to add 100,000 h.p. to the firm power output of the Saguenay power system as a whole.

Happy "Dumping" Ground?

In Canada in danger of becoming a happy "dumping" ground for subsidized US exports?
Certainly Washington's policies with respect to export sales of price-supported farm commodities, which are being sold in world markets at less than cost, have had a disruptive effect upon Canadian wheat exports. As long as a year ago Trade Minister Howe complained bitterly about such practices, pointing out that the surplus disposal policies of the United States were being "pushed to the point where they disturb normal trading relationships."
Now, however, the UE "dumping" threat has come closer to home. Washington's decision to rid the United States of its cotton surplus by enabling US manufacturers to sell cotton goods at less than what it costs to produce them constitutes a very real threat to the survival of Canada's cotton textile industry.
The Canadian Government, it is true, has already informed the authorities in Washington that the country's anti-dumping laws will be invoked to prevent US cotton textiles being sold below cost in the Canadian market. Unfortunately, anti-dumping laws are difficult to enforce and are seldom fully effective against unfair trade practices such as those practiced by the US in the matter of subsidizing exports.
If the Canadian economy is to be protected against such practices, a more salutary device for accomplishing the purpose would be for the Government at Ottawa to review its present top-sided trade policies, and to undertake a realistic reappraisal of Canadian-American trade relations and encourage trade competition on a fairer and more equitable footing.

Cause Is Now Progressing

Montreal — "When asked to proclaim one of her sons Blessed," Rev. P. Paul-Eugene Charbonneau, c.s.c., vice postulator for Brother Andre's trial, said today, "the Church exercises a thoroughness which is not to be praised." "There are two trials — one on a diocesan basis directed by the bishop, the second directed by Rome herself. The cause must be approved by the Holy Father before it is allowed to the second stage."
"As far as Brother Andre's cause is concerned, the first trial, the longest, is over. Started in 1941 it ended in 1951. That is to say ten years of arduous work by more than 23 witnesses were called in Montreal. Each answered all questions. Furthermore, tribunals sat in St. Hyacinthe (five witnesses); Providence, Rhode Island (ten witnesses); and Ottawa (two witnesses). A total of 49 witnesses, then, were heard. Their testimony fills a 1,086-page file. The advocate for the cause and the Promotor of the faith (devil's advocate) having completed their work the case now awaits Rome's approval.
"Then will start the Apostolic Trial which should not last more than two years. We already have received, through a special permission, authorization to go ahead examining the cause needed for an apostolic trial.
The cause then has progressed well and should soon reach fulfillment, thanks to your constant and generous help."
Saturday, Aug. 11, Saint Joseph's Oratory will celebrate the 11th anniversary of the birth of Brother Andre, c.s.c., founder of this sanctuary to Saint Joseph, which, in half a century, has become one of the most famous and most frequented in the world.

FOOD IDEA

great with ice-cold Coca-Cola



Chicken Beef Burgers

- 1 pound ground beef
- 1/4 cup chopped onion
- 1 tlbap. prepared mustard
- 1 1/2-cup. can condensed chicken gumbo soup
- 1 tlbap. catsup

Brown meat and onion. Add other ingredients, salt and pepper to taste. Simmer low heat about 30 minutes. Spoon into pre-cooked, buttered buns; garnish. Serve at once with ice-cold Coke! Coca-Cola puts sparkle into all your summer meals. Its delicious taste makes food more fun. Bring home the Coke today!

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Edmonton and Constable Huntley of Trail, B.C., attend to their equipment after a practice session. None of the ride's men are permanently detailed to the job.

Northern Quebec. Included in the programme is the construction of 120,000 tons of new aluminum melting capacity in the Saguenay. The planned Quebec expansion and the construction of the Peribonka River will increase Alcan's aluminum capacity from 650,000 tons per year at the end of 1955 to a figure in excess of one million tons at the end of 1959.
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PERFECT PICKLES ARE EASY WITH UNIFORM STRENGTH HEINZ VINEGAR



More About Automation

A definite contribution to Canadian thinking on the subject of automation is to be found in the summer issue of The Business Quarterly published by the School of Business Administration of the University of Western Ontario. In this issue there appears a report prepared by four 1956 graduates of the School entitled "Canadian Industries Must Automate."

The authors make the point that we are moving out of a sellers market and that companies not taking advantage of the way in which automation can cut production costs and administrative costs, will be in trouble. Many patent rights are running out and technological advances may obviate products quickly, as a result patents and secret processes can no longer be counted on to command premium prices. In many areas automation, it is suggested, will give Canadian manufacturers their only chance to compete successfully against the low cost labour areas of the world.
The authors point out that while much research and study should be devoted to the problems which are likely to arise from automation in the near future or "transition" period, these problems need not cause panic or excessive worry. The point is made that automation must, of necessity, be introduced gradually because of the heavy investment required and, in fact, the authors suggest that an investment per worker ten times that of 1951 will be necessary to bring a measure of automation into production industries.
The main reasons why Canadian industries must automate are summed up as follows:
1) More Canadians demanding more and better products at a lower price, continually striving to increase the standard of living.
2) Even without a shorter work week there will be more jobs available than workers, and if the 4-day week becomes a reality this deficiency of labour will become accentuated.
The following paragraphs from the above-mentioned article (authored by W. Collett, B. Daniel, R. Latimer, K. Tambing) contain some facts and figures which merit serious consideration.

QUEBEC SWIMMER CONQUERS CHANNEL NO ONE TO CHEER

No one was on hand to cheer as Jacques Amyot, the first Canadian male to swim from France to England. He took 13 hours, two minutes—two hours more than the record held by Egypt's Hassan Abd El Rehim.
—Central Press Canadian

extended to 1975 which is the very minimum for which Canada should strive, would mean a per capita standard of living of \$2,020, measured in 1955 dollars, compared with the present standard of living of \$1,681. The comparable estimated figure for the United States for 1975 is approximately 24 million people would indicate a gross national product for Canada of \$70 billion for that year.
Canada's productivity, measured by average annual output per worker of goods and services, has been rising at the rate of approximately 3% per year compounded annually. If it continues at this rate (and there are no foreseeable reasons why it should not) each worker should be producing \$8,494 worth of goods and services in 1975. However, to attain this position a labour force of approximately 83 million workers will be required. This is 1.1 million more than the C.E.C.A. estimates. To compensate matters further, there is the demand for the 4-day week. By 1975 this would mean a shortage of approximately 3 million labourers here in Canada.
If Canadians wish to continue increasing their standard of living at its present rate or better, they will have to find the additional labour required. Certainly, there is no wish to cook "unskilled" people back to work. What must be done is to progress technologically to take up this slack — the answer is automation.
—News Letter

Divine Healing

A special radio program on divine healing will be featured this Sunday (August 5th) in the regular "Religious Period" series of the Trans-Canada network of the Canadian Broadcasting Corporation.
The program, broadcast from Toronto, this broadcast will be heard locally over Radio Station CBM — 940 on which the program will be broadcast from 7:30 to 8:30 p.m. Eastern Daylight Time.
The Healing Power of Divine Love will be the subject of this Christian Science program, to be conducted by Leslie A. Aulfit, Christian Science minister.

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If you are aggressive, eager, and anxious to succeed, we have an interesting proposition to offer in the sale of electrical appliances. Salary, Commission, Insurance, Pension Plan plus other benefits.
Apply nearest office
Southern Canada Power Company Limited

BRADINGS WINNERS in BRADING'S BOTTLE CAP BONUS CONTEST for Contest ending July 28, 1956.
WINNERS: 1. Gerard Tasse, 89 Carrousel Street, Hull, Quebec. 2. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 3. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 4. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 5. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 6. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 7. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 8. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 9. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 10. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 11. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 12. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 13. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 14. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 15. Roger Lafontaine, 1000 St. Joseph Street, Lacombe, Quebec. 16. 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How Japan Will Turn To Trade

"The Japanese economy today is slanted toward the free world", writes Vincent J. Egan, staff writer of the Financial Post, following a recent visit to Japan. "From Canada comes her wheat, from the United States comes her raw cotton, from Australia comes her wool. But in her efforts to sell her own goods to the West, Japan comes up against an array of artificial barriers."

"When Japan cocks her ear toward near-by continental Asia, on the other hand, she hears Peiping's siren song. China ostensibly is willing to trade her coal for Japanese ships, her soy beans for Japanese machinery."

"Japan's trading partners of the free world cannot afford to ignore the pressures that are present in

Japan. While governments of the English-speaking world either suggest or demand that Japan curtail her shipments of textiles, sewing machines and the like, China's rulers invite influential Japanese to come and visit them on goodwill missions. Japanese manufacturers are assured that if it weren't for the west's embargo on trade with communist countries, China would surely be buying from them."

Following a brief survey into Japanese relations with Soviet Russia, Mr. Egan asks, "But could China if there were no UN embargo and if political biases were somehow from the picture?"

"Japan could use cooking coal from Manchuria (at \$12.30 a ton vs. \$21 four U. S. coal), industrial salt, iron ore and rice — but China needs those very commodities herself for her industrial expansion program and to feed her people. China might appear interested in buying steel, heavy equipment and fertilizer from Japan, but in the long run China

could and would buy those commodities more cheaply elsewhere. And a communist-ruled, poverty-ridden agrarian nation is not the most promising market for the consumer goods, such as camera and toys, that are Japan's specialty."

"That is the most encouraging evidence there is that Japan won't slip into the communist trade sphere. The wide diversity of her exports and her markets is the secret of her economic strength, the guarantee that she will be able to go her own way."

"Her biggest export market, the U. S. took 24 per cent of her exports last year. (Nearly 60 per cent of all Canadian exports went to the United States. The other 76 per cent of Japan's exports were distributed in small shares throughout the world, with Canada taking about 2 per cent and Red China about 1.5 per cent."

"Cotton textiles, Japan's largest export item, accounted for less than 12 per cent of her total exports. All textiles and fabrics — 14 different classifications, each with a value of more than \$30 millions — together constituted only about 37 per cent of total Japanese exports."

Mr. Egan found great encouragement in the pattern of last year's trade increase but stressed that "exports must solve another Japanese dilemma. In human terms, it is her most pressing problem."

"Into Japan's 142,000 square miles are crammed 90 million people. The population is growing at the rate of 1,500,000 a year, the labour force at the rate of 700,000. Where will these 700,000 people find jobs?"

The primary industries — fishing and agriculture, he writes, are overcrowded; and so, too, are the tertiary industries — banking, the civil service and commerce generally. That left the solution of the problem up to the secondary industries.

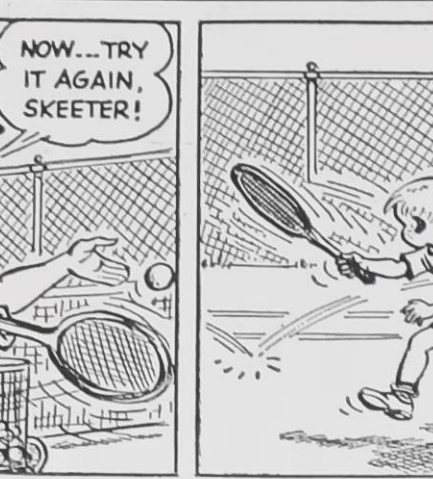
"Car manufacturing provides enough jobs for the new recruits con-

siderably pouring into the labour force, to prevent a serious rise in unemployment" asks Mr. Egan, it seems clear, if Japan can continue to increase her exports."

One of Japan's major achievements last year had been her accession to ATT, after concluding trade agreements with Canada, the United States and 15 other member-countries. ATT membership brought tariff concessions that would increase Japan's exports by \$40 millions a year but, said Mr. Egan, "it is typical of Japan's problems in bolstering her international trade that 14 member-countries, including Australia, invoked Article 35 of GATT in order not to have to carry out full-scale contractual obligations toward Japan."

"An engineer from a Southern Ontario town, who for many years has held a senior post with one of Japan's largest manufacturers of electrical industrial equipment, complained:

"Practically all our competitors get most-favoured-nation treatment in Australia. British equipment goes in free, m.f.n. at 12.5 per cent, and Japan pays anywhere from 25 to 47.5 per cent." (Australian exports



to Japan were considerably more than twice as high as imports from Japan in 1955, three times as great in 1954, 20 times as great in 1953."

"Like many other businessmen in Japan, that Canadian resents discrimination against Japanese products by the countries from which Japan buys heavily, and especially by her fellow-member of GATT." In conclusion, Mr. Egan writes: "The Japanese people have prospered under their new-found demok-ra-sie. Their nation is once more the industrial leader of the Far East. Today its growing strength is contributing to the might of the free world. Its future course is a challenge — to Japan's trading partners of the west, as well as to the Japanese themselves."

Total of \$9,284,678 was a whopping 21.02 p. 100 above May, 1955, bringing the Jan.-May expenditure up to \$35,592,529, 13.43 p. 100 above the 1955 period reports Marketing.

Dailies posted the biggest percentage gain, up 28.01 p. 100 over the previous May to total of \$4,971,359. Farm papers were second, up 22.67 p. 100 (to \$698,432), followed by magazines, up 17.9 (\$2,006,911) and week-end papers, up 5.9 p. 100 (\$1,607,976).

Dailies also led for the five-month period with \$18,093,757 worth of

placements, up 17.37 p. 100 over Jan.-May, 1955. Next in line: magazines, up 15.61 p. 100 (to \$7,772,095); farm papers up 14.4 p. 100 (\$3,137,094); week-end papers, up 14.3 p. 100 (\$6,589,583).

Leading spenders in the May advertising splurge were: automotive with \$2,107,403 (up 30.9 p. 100), foods and food products \$1,160,325 (up 34.57 p. 100) and drugs and toilet goods, \$969,111 (up 11.96 p. 100).

In the Jan.-May period, the auto industry also came out top spender, placing \$6,363,996 worth of ads, up 23.79 p. 100 on the 1955 period. Food spent \$5,129,912 (up 4.98 p.

100) and drugs \$4,159,746 (up 2.57 p. 100).

Marketing's figures are based on advertising lineage audits by Elliott-Haynes Ltd., covering ad spending by 27 industry groups.

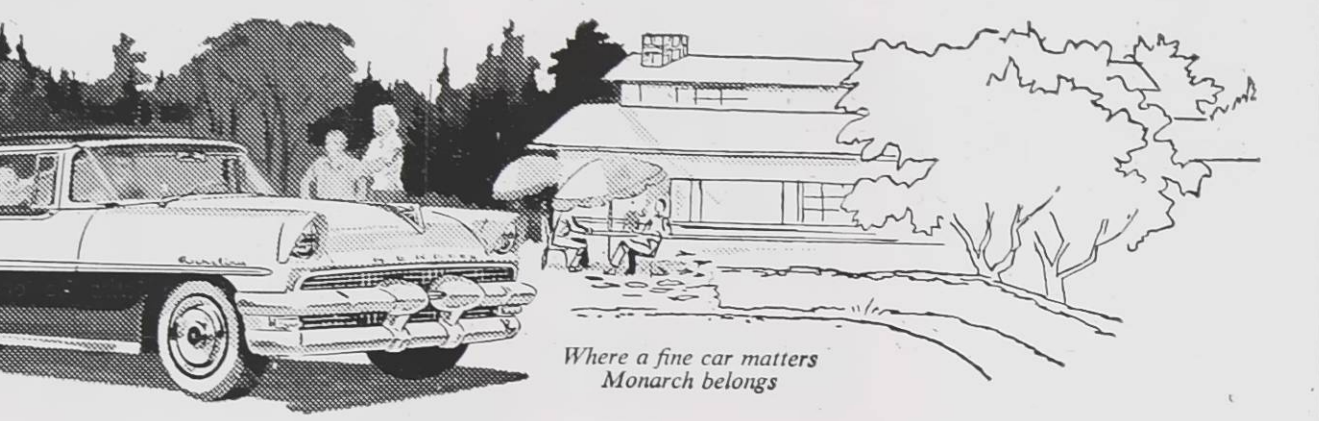
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Where a fine car matters Monarch belongs

Drive it with pride...

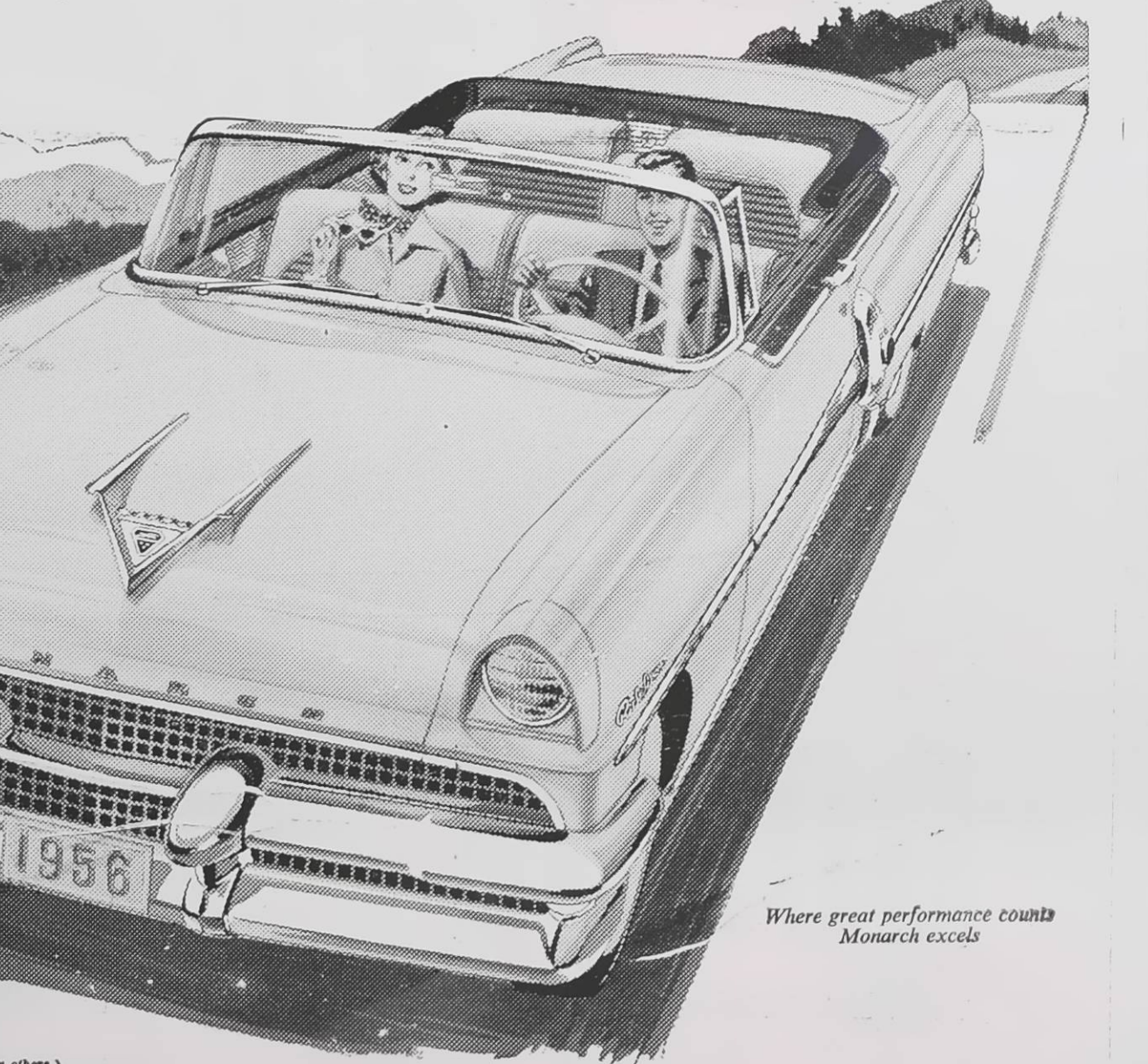
its performance does you proud!

You enjoy far more than ordinary pride when you own a Monarch. For here is beautiful, contemporary styling that is distinctively different, with an air and flair that set Monarch apart from all the others. And here is power that gives you masterful control in every driving situation—proud performance that brings an extra thrill of pride time and time again. The way a Monarch obeys your every desire without hesitation is something you have to feel to believe—but once you've sampled this trigger-quick responsiveness you'll never be satisfied with anything less!

Let your Monarch dealer send a car to your door for you to try. You'll revel in the magnificent performance of this finest of modern automobiles... and experience the ultimate in effortless driving with a full complement of power-assist features. Your Monarch dealer is as near as your phone. Now is the time to call him... for now is an advantageous time to buy!

Monarch

... nothing like it... anywhere!



MONARCH, RICHELIEU CONVERTIBLE

This is your invitation to take a rewarding drive at your Ford-Monarch dealer's

PINARD & PINARD Limited

620, LINDSAY Street DRUMMONDVILLE TEL. 2-3365

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

PUBLIC NOTICE

Province of Quebec, District of Arthabaska, NOTICE OF CHARTER SURRENDER

Under the provisions of the Quebec Companies' Act, as amended, "Club Central Limitee" hereby gives notice that it will make application to the Honourable the Attorney-General of Quebec for acceptance of the surrender of its charter and to direct its cancellation and fix a date upon and from which it shall be dissolved.

Drummondville, August 3rd, 1956. MARCEL MARIER, Attorney for the Company. Certified copy, Marcel Marier, Attorney for the Company.

PUBLIC NOTICE

PUBLIC NOTICE is hereby given that the undermentioned Lands and Tenements have been seized and will be sold at the respective times and places mentioned below.

ARTHABASKA
Canada, Province of Quebec District of Arthabaska Superior Court, No. 11516.

PAUL COTE, factory employee of Drummondville, district of Arthabaska, plaintiff vs RENEALD BOLDUC, of Drummondville, defendant, and THE REGISTRAR of the County of Drummond, mis-en-cause.

A plot of land, with all buildings thereon erected, circumstances and dependencies situated on Sixteenth Avenue at Drummondville, measuring fifty feet in width by one hundred feet in depth, more or less, English measure, know and designated under number three hundred and fifty-three of the official subdivision of lot one hundred and fifty-one of the official cadastre of the township of Grantham, county of Drummond.

To be sold at the parochial church door of St. Jean Baptiste of Drummond, Thursday, the twenty-third day of August, 1956, at three o'clock in the afternoon. (Daylight Saving Time).

FELIX HOULE, Sheriff. Sheriff's Office, Arthabaska, this 16th day of July, 1956. 42812-29-2

PUBLIC NOTICE

PROVINCE OF QUEBEC SCHOOL MUNICIPALITY OF DRUMMONDVILLE

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 thirty days 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. H. E. FRENCH, Secretary-Treasurer Drummondville School Trustees

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. H. E. FRENCH Secretary-Treasurer Wendover & Simpson School Trustees

FASTER to the WEST!

dieselized all the way

SUPER Continental

between Montreal and WINNIPEG • SASKATOON • EDMONTON JASPER • VANCOUVER

For reservations and information, see write or phone your local Canadian National Passenger Agent.

CANADIAN NATIONAL

your new TELEPHONE BOOK is being mailed to you!

Next week you will receive the new DRUMMONDVILLE telephone book!

PLEASE NOTE that all numbers include the exchange name "GRanit" and starting Sunday, August 19th YOUR FULL NUMBER (GRanit and 5 figures) must be used for Long Distance calling.

ON LOCAL CALLS, only the five figures need be dialed. FULL NUMBERS, however, should be used on stationery, signs and printed material.

Be sure to give your out-of-town friends and relatives your full telephone number... and bring your own Blue Book of Telephone Numbers up to date.

If you'd like a new Blue Book, phone or ask for one at your Telephone Business Office. It's FREE, in regular or pocket size.

M. N. H. GRAHAM, Manager

THE BELL TELEPHONE COMPANY OF CANADA