



IN THE AIR FORCE

Personnel stationed at the RCA F's No. 1 Fighter Wing, Marville, France, recently received a verbal bouquet from a group of Belgium citizens which won't wither as real flowers would.

This was in the form of a letter from the Mayor and Council of Florenville, a small town located about 20 miles from the Canadian base, where many RCAF families found accommodation until the Wing's Permanent Married Quarters had been built.

With the completion of PMQ's the few remaining Canadians packed up and left the friendly Belgian community which had been home to some of them for almost two years.

They had scarcely quit the hill-top town before the following letter arrived at the station:

"The stay of you, our Canadian Friends, comes to an end, and we wish to thank you for your kindness and fairness. You will always be welcome here.

"We have had many friends from foreign lands lodged here, and sometimes there were mishaps and things did not go smoothly. We were afraid when our Canadian friends arrived it would be the same. But instead there has been nothing but understanding between us.

"We only wish that such calm, generous and levelheaded people were always under our administration. We hope you will have pleasant memories of your stay with us and hope you will not be too lonely so far from your own beautiful country."

"Hurrah Canada! Hurrah Belgium!"

While the whole wing from its Commanding Officer, Group Captain J. D. Sommerville, to the newest arrival is proud of the accolade, families who lived in Florenville hold it in highest esteem for they know, firsthand, the gracious friendliness of the Belgium townspeople.

IN THE NAVY

Beat facts can be tiring — or depressing — at times.

Authorities on this are a couple of members of the Royal Canadian Navy Mobile Recruiting Unit based at Ottawa.

On the morning of August 11 the unit's station wagon was being driven out of Kapuskasing, Ont., by Ldg. Sea, Donald Burgess. With him was Lieut. John Sigouin, O.B.H. are attached to the mobile recruiting team, and both reside in Ottawa.

Driving slowly along the highway a few miles out of the scenic Ontario community, Ldg. Sea, Burgess saw a large bear cub stray onto the road. The driver swerved to avoid the animal. The bear swerved too — but the wrong way. The vehicle struck and bowled him over.

With his fur ruffled, the cub took a vicious swipe at the front left wheel of the station wagon.

It proved one point. Station wagons shouldn't go knocking cubs around. The left front tire was ripped from its wheel.

With a snort and a growl at the resultant explosion, young Bruin turned and disappeared into the woods.

With another snort and growl, Ldg. Sea, Burgess and Lieut. Sigouin set about to apply the spare.

IN THE ARMY

Devastating gale - force winds swept over most of Germany last weekend just as Canadian troops were winding up two weeks of intensive training manoeuvres in the northern part of the country.

The two-hour wildest storm, worst on record since 1939, uprooted giant trees along main highways and toppled hydro and communication lines in a widespread area. Driving rains added to the hazards as troops of the 2nd Canadian Infantry Brigade Group anchored down canvas shelters in the heavily-forested district of Soltau, a training ground southeast of Hamburg.

The Canadians had been on late summer exercises in the area since mid-August. Although severe destruction was reported in all areas, the Canadian formation came through with only minor damage and no casualties.

About 5,000 men of the brigade had been engaged in the concentration area, practising the various phases of war with simulated atomic explosions and representative "enemy" forces on the ground.

Let Labor Day Be Safety Day

More than 35 persons will lose their lives over the Labor Day weekend unless motorists, cyclists and pedestrians co-operate actively and intelligently with traffic police, today declared Camille Archambault, president, Province of Quebec Safety League.

"Be extremely wary of careless and unskilled drivers," he advises motorists, "but be alert and courteous at one another. Goodwill alone will help to avoid a good number of accidents."

"Give yourself enough time to reach your destination without having to rush. Avoid spending hour after hour at the wheel. Stop every hundred miles or so to relax and drink a cup of coffee or other harmless stimulant, but don't touch alcohol," added the Safety League Director.

Mr. Archambault reminds drivers that days are now perceptibly growing shorter. "It's best to drive in daylight when visibility is better. But if you must drive after dark, make sure that your headlights are in good working order and take care that they don't blind other motorists," he said.

The DRUMMONDVILLE Spokesman

Journal Dedicated To Free Speech

DRUMMONDVILLE, FRIDAY, AUGUST 31, 1956

VOL. XXVIII — No. 22

New Police and Fire Station in Downtown District?

To Help You

In this column we publish questions about unemployment insurance and employment, together with answers received from the Unemployment Insurance Commission.

If you are uncertain about any point do not hesitate to send us your question. We will obtain an answer and publish it in this column.

Following are some questions with answers which may be of interest to you:

Q.—If I go to work what do I do about reporting on my regular reporting day?

A.—If you find work you should wait until the end of the week, then complete your Weekly Report Form which you will find attached to the inside of the back cover of the booklet "Information to Claimants and Direction to Report". Be sure to enter your insurance number and name and to sign the report. Show on the face the days you have worked during that week together with your gross earnings for the week and all the report promptly to your local office. Any payment due will then be sent to you.

Q.—Can one draw insurance benefits as well as old age pension paid to persons of 70?

A.—Yes, provided the old age pension recipient is willing to work if suitable employment is found.

The Argument Of Plenty

By Joseph Lister Rutledge

Every time some government agency or individual lets drop a word about the substantial surplus in funds available to government, some other official hurries to correct the lapse by explaining that we are not to take this as an indication that there will be generous tax reliefs forthcoming. It is explained that such a course would not be in our own interest, that, declined anyway, because our government, under the highest possible taxation, our dollar has steadily decline sharply in value to our own hurt.

It proved one point. Station wagons shouldn't go knocking cubs around. The left front tire was ripped from its wheel.

With a snort and a growl at the resultant explosion, young Bruin turned and disappeared into the woods.

With another snort and growl, Ldg. Sea, Burgess and Lieut. Sigouin set about to apply the spare.

IN THE ARMY

Devastating gale - force winds swept over most of Germany last weekend just as Canadian troops were winding up two weeks of intensive training manoeuvres in the northern part of the country.

The two-hour wildest storm, worst on record since 1939, uprooted giant trees along main highways and toppled hydro and communication lines in a widespread area. Driving rains added to the hazards as troops of the 2nd Canadian Infantry Brigade Group anchored down canvas shelters in the heavily-forested district of Soltau, a training ground southeast of Hamburg.

The Canadians had been on late summer exercises in the area since mid-August. Although severe destruction was reported in all areas, the Canadian formation came through with only minor damage and no casualties.

About 5,000 men of the brigade had been engaged in the concentration area, practising the various phases of war with simulated atomic explosions and representative "enemy" forces on the ground.

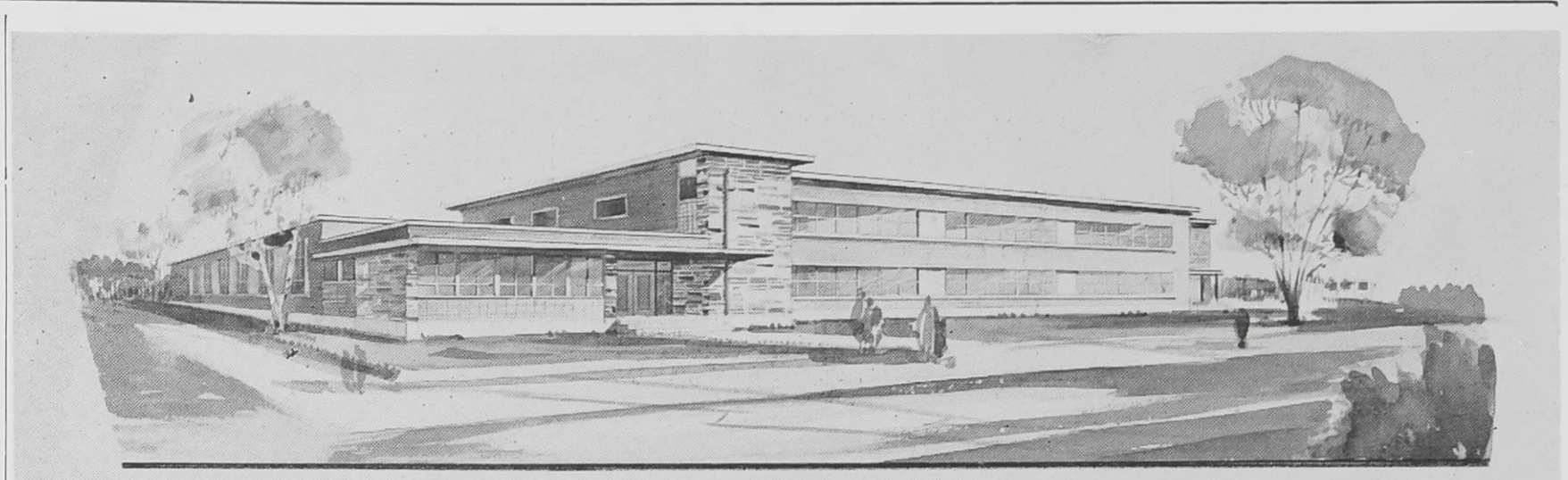
Let Labor Day Be Safety Day

More than 35 persons will lose their lives over the Labor Day weekend unless motorists, cyclists and pedestrians co-operate actively and intelligently with traffic police, today declared Camille Archambault, president, Province of Quebec Safety League.

"Be extremely wary of careless and unskilled drivers," he advises motorists, "but be alert and courteous at one another. Goodwill alone will help to avoid a good number of accidents."

"Give yourself enough time to reach your destination without having to rush. Avoid spending hour after hour at the wheel. Stop every hundred miles or so to relax and drink a cup of coffee or other harmless stimulant, but don't touch alcohol," added the Safety League Director.

Mr. Archambault reminds drivers that days are now perceptibly growing shorter. "It's best to drive in daylight when visibility is better. But if you must drive after dark, make sure that your headlights are in good working order and take care that they don't blind other motorists," he said.



View of the 14 class school which will be built soon at Drummondville West on 4th avenue, between des Erables and des Ormes streets. The school will bear the name of Father Frederic Tetreau, cure of the parish.

Preliminary Works For Bridge

It would be ungenerous to resort to having plenty, we should almost certainly spend ourselves into a position where our dollar would erode in taking its own medicine of doing without, as it asks us citizens to do without. Yet we think that one course would be at least as helpful as the other.

We are not, we hope, simple-minded enough, to argue that government can get along without taxes, without substantial taxes. But there must be a time when enough is enough and when governments, like individuals, might be asked to hold back. In years past, we have paid about the same proportion of our income, both individual and industrial, as we do today, but the same percentage of an income that has more than doubled, as is the case with most citizens, and tripled or quadrupled in our growing industrialization, simply means that government, which a decade ago took everything that it needed to provide the maximum in service, is now receiving three or four times as much for providing almost the same services. That means that there has to be a lot of thinking on how best to spend the money, and that, probably as much as any one thing, is what is wrong with the value of our dollar. It has been taken from us, but it has also been spent.

Heavy Borrowing

One dollar in every five spent by Canadians in the United States is borrowed from the United States, warns The Financial Post, which states: "The sober fact is that Canada's current earnings in 1956 have covered no more than 80% of all Canada's foreign purchases. Since we are still sucking in precious dollars from the sterling area, we are actually paying the United States for little more than 75% of what we buy from it. All the rest is covered by what we call — looking on the right side — United States investment in Canada."

"United States capital has, in fact, been flooding into Canada in amounts which are probably without precedent in the relations of any two countries in the world. It has given us a fully employed economy and a very rapid rate of expansion."

"Present development may be in most cases most obviously is — well worth the future commitments involved. But many Canadians seem at the moment to be far too busy enjoying the immediate fruits of our national deficit to give any kind of consideration to its remoter implications. To run yourself into debt, or to sell your resources as a calculated and deliberate investment, is one thing. To do so in slap-happy absent-mindedness is another thing. Are Canadians too slap-happy about our present position of deficit?"

Isn't it possible that reducing taxes might result more favorably? More dollars in workers' hands might exert a considerable restraint on our restless industrial disputing. More dollars in their hands might result in more capital for industry as we become more investment-conscious. More dollars in industry would permit improvements and expansions that could reduce costs and solve our export problems. Governments would still need money, but wouldn't a stimu-

Canadians Demand

Windsor, Ont. — Canadians, according to one of the country's leading automobile manufacturers, are demanding more and more of the "extras" in their cars this year.

These include such items as automatic transmissions controlled by push-buttons, power brakes, power steering, V-8 engines and even power-operated seats and window lifters.

According to Chrysler's Canadian statisticians, their new car sales have disclosed an increasing demand for all of these items.

In the low-priced lines, the push-button automatic transmission was installed in 40 percent of all orders received this year, compared with 21 per cent in the 1955 models. Demand for V-8 engines rose from 17 per cent to 44 per cent.

Full-time coaxial power steering and power brakes are especially popular with Canadians buying the medium-priced lines. Demand for power steering accounted for 31 per cent of all cars in this group compared with 21 per cent in 1955 models, while power brakes were stipulated for 40 per cent of vehicles in this series as against 21 per cent for the 1955 models. The V-8 engine and push-button automatic transmission are standard equipment in this line.

In the higher-priced models, power steering was demanded by a large majority of purchasers, ranging from 83 to 97 per cent of all orders with power brakes being specified for more than half of the cars ordered in these series.

Increases were also noted for cars equipped with power-operated seats and windows, although these are still in relatively small demand.

Net Results

By Joseph Lister Rutledge

The belief dies hard in union circles that wages can be paid out of nothing. The workers kicked off the ball at the recent negotiations between the Steel Company of Canada and its employees by asserting that the union demands could be met out of company funds.

The settlement, as finally achieved, in increased wages and benefits works out to a tidy sum of approximately \$10 million over the two-year contract. Just where such amounts are kept hidden awaiting each new demand is one of the mysteries no union leader has had time to explain.

As a matter of simple truth they and we know quite well that al-

Soundings Have Been Undertaken This Past Week.

Experts of the Quebec Public Works Department are conducting soundings in St. Francis River this week as preliminary to the erection of a new bridge, Mr. Robert Bernard, m.p., told our reporter a couple of days ago. This bridge, Mr. Bernard added, will be around 1,000 feet long.

On the other hand, engineers were ordered to begin land surveying of the section between Bernard Boulevard and the site of the new bridge. Earthwork is scheduled for a short while after.

Everybody hopes the construction will not be delayed. A new bridge in Drummondville is a must on which all citizens agree because traffic is increasing day in and day out, so the situation as it stands is a disgrace for a city like ours.

Most all wage increases must be paid out of the increased price of the product, which we all must pay. That was plainly stated by the Steel Company of Canada, just as it was stated by the struck plants of the U.S. steel industry, and it is a little surprising that we who carry the added load do so little complaining. Possibly our silence is due to our belief that where one group of workers benefits all must benefit. There is not a shred of evidence to support this theory and much to refute it, yet some persons continue to delude themselves.

Recently William Hazlitt, economist of Newsweek, did some looking into the benefits and losses resulting from the recent strike in the steel industry in the U.S. It was not a disastrous strike as strikes go, but in the six weeks before the men were back at work there was an average loss to each worker of \$60 in wages.

That was a pretty good deal, but figuring the difference between what they were originally offered, and what they secured by striking, Mr. Hazlitt discovered that during the life of the new three-year contract the workers would have recovered \$190 of that amount leaving a net loss at the end of the contract of \$410. It would take another six or seven years to make that good.

The public wasn't so fortunate. There was a lost production of 10,000,000 tons of steel. Instead of making that up, steel prices increased substantially. That will probably mean a lessened demand.

It will also mean that almost everything that people buy must cost more. Now would somebody explain again just where the benefits come in?

Trespassin in The Sky

Another plane incident, this one off the China coast, spotlights a situation full of danger, mystery, and possible espionage. Within the last six years there have been at least 16 plans incidents involving Communist planes and Western aircraft in various degrees of violence and destruction — that is, 16 listed such incidents. How many unrecorded incidents, air attacks that never got into public print or have been officially acknowledged, is a secret that neither Moscow nor Washington is disclosing. And what it is disclosing, or has disclosed, about these 16 is far from the full story.

Certainly the public has not had a full account of this last attack on a jet-powered Navy P4M Martin Mercator with a crew of 16 off the coast of Red China. The Navy says it was on "a routine" flight; that the attack was over "international" waters — about 32 miles off the China coast; that plane wreckage, two empty life rafts, and the body of one crewman have been found about 100 miles southeast of Shanghai.

But neither Peking nor Washington is saying how many planes attacked the patrol craft — if they know; whether the plane exploded in the air or when it hit the water; why the wreckage was found almost 200 miles north of the position listed as location of the attacks; what "routine" means and involves; etc.

In an earlier incident that was first listed by Washington as a routine flight, the White House eventually admitted that two of the crew of 13 shot down were not Air

Force fliers — which can only leave the conclusion that they were intelligence Agency operators working under CIA Administrator Allen Dulles.

In several instances parents or relatives of fliers involved in these affairs have reported letters mentioning air reconnaissance activities, photographic paraphernalia, etc., which would indicate that these military "milk runs" do more than carry milk.

In one of the first incidents, a Navy Privateer shot down over the Baltic Sea was eventually admitted to be on an intelligence mission beyond and above the call of official duty. And if some of the American aircraft in these scrapes with Communist planes were engaged in extracurricular activities it can also be taken for granted that many of the Soviet and Red Chinese planes likewise protested that United States planes had violated Polish territory by flying over its borders. The United States denied the charge in toto, but the affair has served to aggravate relations and increase the list of air attacks — real or fabricated.

Most of the air incidents listed here in Washington involved Communist attacks on United States planes — for the United States is not geared to practice the airtight secrecy that the Soviets can employ involving losses. When United States planes are attacked or shot down it generally becomes a matter of common knowledge. When — and if — Communist planes are caught trespassing, the United States does not normally announce it, and Moscow is under no compulsion to do so except for propaganda purposes.

So while the list of incidents that have been mentioned publicly runs heavily against the United States that is no sure indication of how all incidents have gone. There have been two or three East-West plane incidents every year since 1950.

By Neal Stanford.
(—Christian Science Monitor)

Close to the Municipal Garage. — Station No. 1 Moved to St. Joseph City Hall.

At a municipal meeting held last Monday, councillor Maurice Sigouin has made a suggestion by which the Council would study the possibility of erecting a new police and fire station in the Drummondville downtown district, namely near the municipal garage, between the garage itself and Corveuve street.

Many people consider the project a necessity because the City Hall itself is not large enough to accommodate the more and more numerous municipal services. The authorities are now planning the transformation of the building in order to increase the number of offices. If so, Station No. 1 will be moved to St. Joseph in the former city hall where space is available. This solution, according to councillor Sigouin, is more recommendable than the expropriation of lots near the actual city hall. The erection of a new station in downtown should be done in connection with the possibility of annexing Drummondville West, said an official spokesman after the meeting.

Bell Moves on Lindsay Street

The local business office of the Bell Telephone Company will move to a new location on Tuesday, September 4, Neill Graham, local manager, announced this week. The new office will be located at 436 Lindsay street.

"This move is another indication of the rapid telephone growth which has taken place in Drummondville in recent years," Mr. Graham said. "In 1946, there were 2,598 telephone in service here, but today there are 8,818. This growth has resulted in frequent increases in our staff, and now, we are about to acquire larger accommodations for our business operations."

Scholarships at Can. Celanese

Two scholarships have been awarded this year by Canadian Celanese Limited for a four-year course at the St. Hyacinthe Textile School.

The names of the successful applicants are as follows: Gerard Dionne, 20 years old, son of Mr. Roger Dionne, 190-B Brock, Drummondville, who is employed as a clerk at Canadian Celanese.

Robert Murray, 19 years old, son of Mr. Thomas Murray, St. Cyrille de Wendover, who is a Warring checker at Celanese.

Alcan Grants Scholarships

Establishment of Canadian universities of five additional undergraduate scholarships by the Aluminum Company of Canada Ltd. was announced today.

As announced by Mr. J. B. White, Vice President and Director of Personnel of Alcan, the undergraduate scholarships, to be known as "The Aluminum Company of Canada Scholarships", will be granted annually to a student in either of the final two years of undergraduate studies at each of five Canadian universities: — Acadia, Dalhousie, McGill, McMaster, and University of British Columbia, in a faculty specializing in subjects related to the aluminum industry. The scholarships will be awarded by the universities on the basis of financial need, character and ability. Each scholarship will have a total value of \$600 annually, with \$400 normally going to the student and \$200 to the university to help defray their expense.

These scholarships are identical to existing undergraduate scholarships established by Alcan at Laval, University of Montreal, McGill, Queen's and University of British Columbia.

Employment is at the Peaks

The employment level which has been rising rapidly in recent months reached an all-time high during July. Although there was the usual strong influx of students and other seasonal workers into the labour force, this development produced a tighter manpower situation than in any year since the Korean build up of 1951. At July 21, 1956, the number of persons with jobs was estimated at 5,789,000, some 142,000 higher than in June and 201,000 above July 1955. The number of persons without jobs and seeking work was 102,000 in July, 15,000 lower than in June and 48,000 lower than in July 1955. Of the 5,891,000 in the labour force in the week ended July 21, 1956, 5,025,000 worked full time, 303,000 worked less than 35 hours, 461,000 had jobs did not work during the survey week, and 102,000 did not have jobs and were seeking work. On July 19,

Research Essential In Textile Industry

"The tremendous changes in the Canadian textile industry during the past ten years have made the industry's need for competent and inspired scientists and technicians greater than ever before," said J. A. Dixon, president of the Textile Technical Federation of Canada, in an address delivered at MacDonal Institute, Guelph, Ont.

Mr. Dixon said that the advent of new fibres during the past ten years has had a greater impact than any other factor on the manufacture of textiles. "But the road of the textile manufacturer has not been an easy one. The development work that was necessary before ways and means to use these fibres satisfactorily could be worked has been extensive."

In conclusion Mr. Dixon said: "I firmly believe that this industry must become more and more research minded. Because only by so doing can it maintain any sort of competitive position."

Deadly Snakes

Why is it dangerous to run electric cords over or near radiators? Here's the answer from the Province of Quebec Safety League: Because the heat from the radiators ages the insulation on wire and causes it to crack. Worn or cracked insulation invites short circuits. Keep those electric cords away from heat. It's safer.

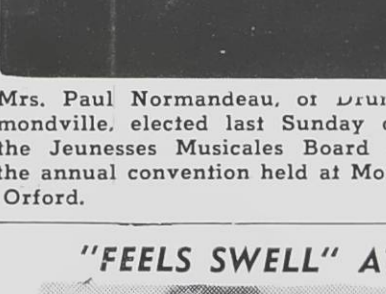
Good Nutrition, Good Health

Good nutrition is a means to good health. A balanced diet helps to build up resistance to disease. To keep healthy, meals should contain a variety of foods to provide the necessary amounts of protein, minerals and vitamins that make up an adequate diet. Canada's Food Rules outline a basic diet for children and adults.



Mrs. Paul Normandeau, of Drummondville, elected last Sunday on the Jeunes Musicales Board at the annual convention held at Mont Orford.

"FEELS SWELL" AT END OF FUCA SWIM



"I feel swell," said Marilyn Bell as she walked out of the water of Juan de Fuca straits into the arms of coach Gus Ryder while 40,000 spectators cheered on the Victoria, B.C. shore. In her second attempt to beat the strait, she set a record, 10 hours 39 minutes to cross the 18 miles of wind-swept, treacherous water. Unlike her first attempt, when she had to be taken from the water, her pace never slowed and she appeared fresh and eager at the end of the gruelling trial.

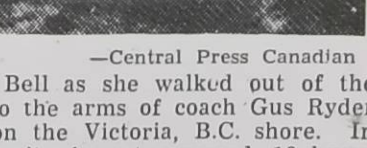
Let Labor Day Be Safety Day

More than 35 persons will lose their lives over the Labor Day weekend unless motorists, cyclists and pedestrians co-operate actively and intelligently with traffic police, today declared Camille Archambault, president, Province of Quebec Safety League.

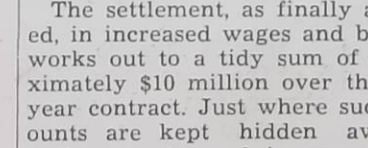
"Be extremely wary of careless and unskilled drivers," he advises motorists, "but be alert and courteous at one another. Goodwill alone will help to avoid a good number of accidents."

"Give yourself enough time to reach your destination without having to rush. Avoid spending hour after hour at the wheel. Stop every hundred miles or so to relax and drink a cup of coffee or other harmless stimulant, but don't touch alcohol," added the Safety League Director.

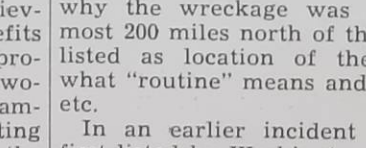
Mr. Archambault reminds drivers that days are now perceptibly growing shorter. "It's best to drive in daylight when visibility is better. But if you must drive after dark, make sure that your headlights are in good working order and take care that they don't blind other motorists," he said.



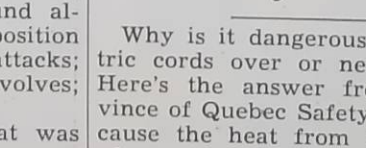
Herb hasn't got anybody here, but in case you were wondering just who is Herb Gott, then the above picture should settle that for you.



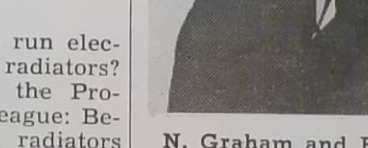
Herb can be heard interviewing interesting personalities on his Saturday radio feature, "Who's Herb Gott?" on the Trans-Canada network of the CBC.



Flies are carriers of disease germs. In late spring and early summer, they come to life and start to explore places where sewage, garbage and other filth are exposed. The germs they pick up on feet and body may be transferred to the nearest food, deposited on uncovered food, tableware or the children's faces. To keep these dangerous pests out of the house, the windows and doors should be well screened, and insecticides and repellents used to deter the insects from the furnishings or person.



Good nutrition is a means to good health. A balanced diet helps to build up resistance to disease. To keep healthy, meals should contain a variety of foods to provide the necessary amounts of protein, minerals and vitamins that make up an adequate diet. Canada's Food Rules outline a basic diet for children and adults.



N. Graham and B. Messier, commanding officer and adjutant of the Drummondville Air Cadet Squadron (607) went to Quebec this week in order to arrange participation of our cadets to a ceremony commemorating the Great Britain battle on September 16th. The review on this occasion will be made by Governor General Vincent Massey himself.

The DRUMMONDVILLE Spokesman

"A Journal Dedicated to Free Speech" — FOUNDED 1925 — The Drummondville Spokesman is Printed and Published every Friday at 400 Heriot Street, Drummondville, 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

DRUMMONDVILLE, FRIDAY, AUGUST 31, 1956

Inflationary Danger

The Canadian economy, now running at the fastest rate in its history, may slow down in the second half of this year, according to a Mid-Year Economic Review contained in The Canadian Bank of Commerce current letter.

The report predicts that while there will be further expansion of both physical output and volume of credit in the second half, a possible steel shortage and continued restraint on credit could be major factors in a slowing up of the expansion rate.

Difficulties such as these, plus inclement weather, labor shortages, and a shortage of available funds, make it seem probable that the present \$8 billion estimate of 1956 capital expenditure intentions will not be realized. "A large carryover into 1957 of expenditures planned for this year now seems likely," the report states, "and should ensure a continued high level of capital spending next year."

The Bank review emphasizes that there are inflationary dangers for the future should the supply of money outstrip the supply of goods and services. "The two must walk hand in hand if momentum is to maintain its steady pace; for if one should outstrip the other, the steady growth of our prosperity could become badly distorted."

Through the overall economy may decline in the second half of the year, some degree of stability is promised by the regional outlook, the report says. With a good grain crop shaping up and wheat exports increasing, for instance, the prairie agricultural "soft spot" is improving, and resource development in the west, particularly oil and gas, is having an increased effect. The maritime economy is also showing signs of improvement, with mining and power development the key note.

VACATION LOANS Get \$50 to \$800 or more Before...During...or After Vacation! Our Nationwide Credit Card issued to all customers at no extra cost. Good in over 1,000 affiliated offices in Canada, the U.S., Hawaii and Alaska. Come in and apply today!

Personal Finance Co. THE COMPANY THAT LIKES TO SAY YES. 100 MARCHAND STREET, DRUMMONDVILLE. CORNER OF HERIOT STREET - Telephone 8-1356

the Fast dependable Ocean Limited serving the Atlantic Provinces. MONTREAL-HALIFAX 20-3/4 hrs. HALIFAX-MONTREAL 21 hrs. 55 mins. Convenient through sleeping car service between MONTREAL, CHARLOTTETOWN, MONTREAL - STONEY

AERIAL SURVEY TO PINPOINT MINERALS IN ONTARIO, QUEBEC



Survey of most of the mineral-bearing Cambrian Shield in Ontario and Quebec is being undertaken by the Photographic Survey Corporation, Toronto. It is the biggest survey of its kind ever undertaken anywhere at any time and it is finished two or three years from now it will provide a knowledge of the mineral deposits and possibilities of 397,000 square miles to a degree of accuracy that would have been impossible before. The survey is being financed by co-operation between several large mining companies and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

relating the topographical photos with geophysical surveys. Though the most publicized work of the survey is always the actual photographing, done in color as well as black and white film from a converted air force bombing plane, it is only when the photos are assembled into a mosaic and studied by geologists, soil engineers, foresters and other experts that the photos have any meaning. Working on the project has been a large number of geologists and consists of photographing from the air of every inch of the territory, then co-

Canadian Quiz

1. In what year, in what Canadian city, was famed actress Mary Pickford born? 2. Rank the five largest provinces by total area. 3. In area of fresh water rank the five leading provinces. 4. In 1945 there was one automobile for every 104 Canadians. What was the 1955 proportion? 5. In 1942 only 11 per cent of Canadian madians were covered by hospital insurance. What was the percentage in 1955?

ANSWERS: 5.68 per cent. 3. Ont., Que., Sask., Man., Mfld. 1. In Toronto, in 1892. 4. One car to every 53 persons. 2. Que., Ont., B.C., Alta., Sask. (Material prepared by the editors of Quick Canadian Facts, the pocket annual of facts about Canada.)

ELEPHANT ON SKIS? WELL, WHY NOT?



Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

Some persons would think that seeing elephants on water skis is in the same class as seeing pink elephants, purple snakes and little green men in yellow slickers. But that's not the case at all. The elephant shown here is Lady, all 1500 pounds of her and she is performing on the lake Ontario waterfront in the Canadian National Exhibition in Toronto.

New Treatment Urged By Wecker

Toronto — Formation of a central body to co-ordinate and broaden highway research on a national scale, plus continued federal aid to the provinces for road-building projects were urged today by W. A. Wecker, President of the Canadian Automobile Chamber of Commerce, who said Canada has a highway problem that is "grave and immediate."

A new Federal policy for computing allowable depreciation reserves and abatement of the ex-

ercise tax on automobiles were also advocated by Mr. Wecker, who is President of General Motors of Canada.

Producing some startling figures to illustrate Canada's highway situation, Mr. Wecker said: "If we put in 1965 on the paved highway system, there would be 100 million less than two drivers in the country." He predicted a Canadian motor vehicle population in excess of 6,000,000 by 1965.

"And if we continue to allow paved highways at no better than our present rate, that distance between cars will be increased by no more than 23 feet," Mr. Wecker said. "The blunt truth is that we are in a very tight situation."

He said the staff and organization employed to carry out Trans-Canada Highway projects could serve as a nucleus for a much-needed central body to co-ordinate highway research and to assist the provinces in investigating their plans into a truly effective national road system.

"The steps I have mentioned are merely a start on an opening wedge. But it is this wedge which was driven in meeting our highway program. The need for construction action in meeting our highway program is grave and immediate."

Record Year In Advertising A record-breaking year for advertising spending is indicated by the ad revenues of major media in the first six months of this year.

A mid-year media survey by Marketing supports its forecast last January that 1956 would bring a general 10-14 p. 100 boost over the

Trick of the Chimp. After when steaming plum, add 2 or 3 cloves and a strip of orange peel.

R.D.A. Protestant Central School Board Protestant Schools at Danville, Drummondville, Richmond, South Durham and Windsor RE-OPEN WEDNESDAY, SEPTEMBER 5th, 1956

SPECIAL ANNOUNCEMENT FREE HEARING CLINIC at MANOIR DRUMMOND

Sonotone Hearing Center 89A Drummond St. Tel. FR 2-5108

Travel Money Tips If you have any doubts about travel being a major industry you can forget them. This year a record \$1.5 billion will be spent by some 82 million vacationing Americans.

CALL BY NUMBER when you telephone LONG DISTANCE ... you'll get there in 1/2 the time!

Need a new Blue Book? Phone or ask for a FREE copy at any Telephone Business Office.

THE BELL TELEPHONE COMPANY OF CANADA

being crowded off our inadequate road system," he declared. The problem was increasingly grave, Mr. Wecker said, because eight out of ten Canadians used their vehicles for essential transportation.

The economic consequences of over-crowded highways are obvious and far-reaching," he said. "Less obvious but even more drastic is the would exact in the event of a de-

The General Motors President said tribute to the men at municipal and provincial levels who were endeavouring to grapple with the road problem, but said they needed assistance from the federal level.

This problem is not confined to any single region," he said. "If we are to overcome traffic congestion, logic demands action on a national scale. I think the facts speak for themselves. There is a clear-cut need for federal leadership in coming to grips with our road problem."

He said the staff and organization employed to carry out Trans-Canada Highway projects could serve as a nucleus for a much-needed central body to co-ordinate highway research and to assist the provinces in investigating their plans into a truly effective national road system.

The steps I have mentioned are merely a start on an opening wedge. But it is this wedge which was driven in meeting our highway program. The need for construction action in meeting our highway program is grave and immediate."

Radio is now looking to 1956 to surpass the 15 p. 100 increase it forecast earlier; Jan-June increases of 10-15 p. 100.

Daily newspapers saw revenues increase 10-20 p. 100 in this year's first half, and now expect a 1956 total increase of from 10 to 15 p. 100, instead of the 10.5 p. 100 anticipated last January.

Week-end publications chucked up in the first half of this year and 100, now anticipate a rise of up to 15 p. 100 instead of 10.

Business papers have checked up a 1956 rise of 10-20 p. 100 instead of 10-15 p. 100.

Magazines are up 5-10 p. 100, expect the 1956 increase to reach 10 p. 100 instead of around 5 p. 100.

Weekly newspapers have topped ad revenues by 3 p. 100 Jan. June, now see their original forecast of 5 p. 100 for the year as a minimum figure.

Poster advertising continues to expect a 3 p. 100 increase, while transportation advertising still anticipates a slight gain. Both media record mid-year increases.

Although higher advertising rates have played a part in increases in income of most media, explains Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Wedding Gowns

A wealth of accumulated and little-known knowledge will be shared with Fashion Theatre visitors this summer when Helen Virginia Meyer, America's leading historical costumer and collector of period gowns, comes to Toronto to supply the commentary on her own collection of historic wedding gowns of the past have led her into obscurity, who is probably the world's most interesting fashion personality, has since the thirties been occupied with the direction of all types of grandiose costume projects, sometimes designing as many as 700 costumes embracing the entire field of fashion from legendary to historic times for the masquerade extravaganzas of such famous hostesses as Eliza Maxwell, the Vanderbilts, and others.

Her exotic collections of authentic period gowns and ladies' wear go back to the 20th Century. This, she along with study for the creation of replicas of famous fashions of the past, have led her into obscure paths of historical research. Odd bits of information will undoubtedly spark her commentary on the ONIS Bridal Show and Canadians will learn such things as the reason for the development of the enormous bustles of the 1870's and the mobbed skirts of 1910.

Helen Meyer created wide interest throughout the U.S. with her collection of replicas of the gowns of the Queens of England, and of the inaugural gowns of the first ladies of the White House. For two years in succession a winner of the Gold Medal of the Fashion Academy, one of the winning costumes was one which she herself wore; that of a dancing girl of the Hindu god, Shiva. Two centuries of headgear collected by Helen Meyer were material for a Saturday Evening Post picture feature in 1954, and the Fall issue of the Canadian Bride will contain an illustrated article on wedding gowns to be shown at the Exhibition.

FIRST PATIENT IN NEW HOSPITAL



Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed and 11 bassinets public hospital serves approximately 8,000 people in Ingonquois Falls, Ansonville, Montrose, Twite Falls and Monthville.

Marketing, the rate hikes have been offset in many cases by higher circulation and improved service to advertisers.

Hardly had the doors of the new Anson General hospital at Ingonquois Falls, Ont., opened, than Norman Gervais, 25-year-old son of Mr. and Mrs. Gehovard Gervais arrived from Devonshire, — 12 miles from Ingonquois Falls. Norman, who had a broken service by Dr. H. B. Hall. The 36 bed

To Ease The Engineers Shortage

Kitchener, Ont. (Special) — A unique solution to the current shortage of engineering and technical personnel and a revolutionary experiment in Canadian education has been developed by the Board of

YOU WILL GET BETTER PICKLES with FACTORY SEALED

HEINZ VINEGAR



HOW to get a Friendly Loan at NIAGARA FINANCE

Drop in to see your friendly Niagara Loan advisor. He'll make it easy for you to get the Friendly Loan that suits you best. Here are important facts for you about Niagara Loans.

Table with columns: YOU GET CASH, MONTHLY PAYMENTS, and rows for loan amounts from \$100 to \$1500.

YOU CAN MAKE EVEN-DOLLAR PAYMENTS AT NIAGARA (NEW EXAMPLES) AND YOU PAY

NIAGARA FINANCE COMPANY LTD.

217, Heriot St. Tels. 2-5425

DARING KITEMAN THRILLS SPECTATORS WITH 140-FOOT FLIGHT



Thrills are guaranteed for both spectators and performer at this year's regatta at Kelowna, B.C., when this daredevil kiteman goes into action.

Mr. Needles said that the shortage of engineers and technicians in Canada for both present and future needs "demands the full attention of educators, industrialists, professional leaders of both provincial and federal governments, labor groups and the rising young generation of Canadians who will reap the benefit of this study."

He said that while the program has sparked immediate enthusiasm of industrial leaders, the proposal would be subjected to further intensive study and research before being adopted by Waterloo College.

SCIENCE IN YOUR LIFE

Versatile Antibiotics Antibiotics have turned out to be one of science's most versatile discoveries. First they turned mortality tables upside down in the treatment of human diseases. They put more food on our table by increasing the weight and growth rate of animals and poultry.

Now scientists report that antibiotics can be used to keep meat fresh for several days without refrigeration. Researchers of the Third Annual Antibiotics Symposium in Washington, D. C.

The investigators pointed out that only limited amounts of meat can be handled by drying, salting, smoking, canning and pickling. Most fresh meat is distributed either by rapid handling in countries without refrigeration, or by chilling.

Low temperatures, however, slow down enzymes which act to tenderize meat. Injection of the Terramycin found, inhibits growth of bacteria and permits higher storage temperatures so that meat can be aged in much shorter time.

In countries such as the U. S. and Canada, antibiotics can undoubtedly be used along with refrigeration. In areas without adequate refrigeration, antibiotics may help to deliver a more wholesome product to consumers.

One must be very much bemused by the idea that wage demands of one group result in benefit to all workers not to recognize that every added dollar means higher costs of steel to cover the outgo.



This new and charming study of Princess Anne, daughter of Queen Elizabeth II, was taken for her sixth birthday, August 15.

New Bus Rates By Prov. T. Co.

A revised schedule for Provincial Transport Company bus fares in the Province will become effective on Tuesday, September 4, the Company announced today. This new schedule was recently approved by the Province of Quebec Transport Board.

The new rate schedule was prepared by P. T. C. in accordance with Board ruling which stems from a hearing of the company's request for a fare increase presented last year. The P. T. C. was ordered by the Board to standardize its rates on the basis of mileage covered.

One must be able to forget too that usually there is a loss involved, which the public must accept. In the recent strike of the steel workers of the United States that loss has been estimated at \$1,118,000,000. It must be not only the public because there is no one else to absorb it.

Happily the new contract signed between the Steel Company of Canada and its hourly-rated workers had no such substantial loss to overcome. There are only the extra cost to consider. They are not negligible. With the costs of all benefits included the additional outgo works out at 36.3 cents per hour worked. That amounts to a total of millions of dollars each year. It means added cost in steel, which is a charge against everyone, against every worker wherever employed. It means his dollar will buy less steel, as it will also buy less bread, less milk, fewer car tickets. We ask, in all soberness, by what sort of reasoning can this be made to appear as a real gain for all workers.

George Herbert The wealth of man is the number of things which he loves and blesses which is loved and blessed by him. I am but a steward for that abundance for others.

Richard Whately I have but enough for myself and family. I am steward only for myself and them. If I have more, I am but a steward for that abundance for others.

Carlyle Beware of entrance to a quarrel, but, being in, bear it that the opponent may wear of thee.

5 years to pay LOWEST CARRYING CHARGES

Esso oil burners

BACKED BY IMPERIAL OIL LIMITED

Ask your Imperial Dealer about an "Evergreen Contract" for guaranteed furnace oil supply.

Consult the Yellow Pages of your phone directory for your nearest Esso Burner Dealer.

Jean-Paul Goulet

157 Ave Des Erables Il-ville Ouest Tel. GR 2-2797

You're RIGHT all the way with DODGE

You get the RIGHT capacity to carry the load...

the RIGHT strength to shoulder the load...

the RIGHT power to move the load...

DODGE TRUCKS

"Job-Rated"

CHRYSLER CORPORATION OF CANADA, LIMITED

Bar Hayfever!

Just as surely as spring follows winter, so does hayfever season come with the last days of summer. If hayfever is one of your problems you are probably armed with plenty of tissue in anticipation of the breeze.

Garden-Graphs

by DEAN HALLIDAY

This is a good time of the year to undertake the renovation of the perennial border. This may involve lifting and dividing overly large clumps of plants, adding some perennials or making changes in the existing color combinations.

Do not make the mistake of digging up more plants than can be properly and safely handled at one time.

While the plants are out of the soil is a good time to remake and enrich the bed by cultivating in fertilizer before resetting the plants.

If the plants are not to be divided but merely moved to another location, disturb their roots as little as possible. Lift the plants with a clump of earth about the roots, as shown in the accompanying Garden-Graph.

Bank of Montreal

Canada's First Bank

Drummondville Branch, 221 Heriot Street; HUBERT BELANGER, Manager

Richmond Branch: HAROLD NOWLAN, Manager

Victoriaville Branch: LEONARD GREGOIRE, Manager

Already there are places in Canada where you can go to find relief from this allergy. For example, Prince Edward Island and Nova Scotia claim freedom from this weed and New Brunswick has had a province-wide campaign against ragweed for the last few years.

Canadians Spend Much More Money

Consumer expenditures, seasonally adjusted, continued to rise in the first quarter, and at a somewhat faster rate than disposable income. The dollar value of retail trade in the January-March period was 7.4 per cent higher than in the same months last year and was probably beginning to reflect a slight upward movement in prices.

If stock-sales ratios are taken as a test of over-accumulation of inventory there would appear to be little evidence of an excessive build-up at the manufacturer's level as a whole.

New motor vehicle sales at the end of May record a cumulative increase of 9.4 per cent in number and 21.4 per cent in value, the higher rate of increase in dollar

terms reflecting not only higher unit prices but increased sales of the more expensive models. It is interesting to note also that sales of European-made vehicles in the same period had increased from 9,329 units valued at \$15,118,000 in 1955 to 17,473 units valued at \$26,200,000 this year.

While owned inventories of consumer goods have been rising gradually since late fall of 1955, the ratio of total owned inventory to total value of shipments remains virtually unchanged. This is in sharp contrast to the past year but the ratio to shipments in May was slightly lower than a year ago. A similar situation existed in the construction goods category.

The National Accounts for the first quarter indicate a gain at the wholesale level in machinery and consumers' durable goods and in the retail trade in automobiles. While specific figures are not available for the wholesale and retail trade in other department stores, the trend and character of imports and the high level of capital expenditures during the present year would indicate that inventory accumulation has been largely at the wholesale level. The increase in department store stocks is closely in line with that in sales.

Free Health Service

I have been participating in a free health service and I feel pretty good. It works this way. You pay no premiums, and there are no taxes deducted from your pay cheque. The only requirement is a willingness to do a few things for yourself. Here's how I gained my membership in the free health service clinic.

I took a 7-day holiday, and I devoted it to health. I went to bed early, rose early, limited my coffee and cigarette intake, drank plenty of good, fresh water, ate moderately, swam a great deal, sat in the sun, laughed, walked, and worried not at all.

Results? Well, my stomach flattened out and the muscles felt firm. I've a nice tan, which makes me look better, so I got a lift when I look in the mirror in the morning.

The daily walk improved my mind; the swimming relaxed me; the sun provided vitamins; the laughter and fun was a tonic. At night I am pleasantly tired and

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 every week, from 9 a.m. to 6 p.m. Young men are cordially invited to inquire into the opportunities available in the Canadian Army.



The "Leap-Year" Proposal

IF YOU'LL JUST TAKE ME I'LL PROMISE YOU ANYTHING YOU LIKE - AND MORE, TOO!

THE "Terylene" content of this fabric makes it wrinkle-resistant, but if you should ever want to press it, use a medium heat and light pressure to avoid shine. A steam iron is best but a damp cloth can be used under an ordinary iron.

In between washings, spots are easily removed with warm water and detergent.

The young men who rally to the school bell are always well-shined and well-pressed for the first week. This year, it will be they'll stay that way all winter!

"Terylene" For Boys This Fall

Schoolboys as a group will never take a "best dressed" medal. But there are prospects for improvement far from the wasteland, at least.

Major stores across Canada are now offering mothers of eight to 18-year-olds the treat of seeing immaculate creases in their sons' trousers - even after they come out of the washbub. If the chemical industry had done nothing else for humanity, it could be commended for this!

The magic has been wrought by a new fabric, a blend of 50 per cent "Terylene" and 50 per cent wool. The warmth and softness of wool are still there but the chemical fibre adds qualities which seem made-to-order for schoolboy-wear. The creases, for instance, can be heat-set in manufacture and only a higher temperature remove them - water has little effect.

There's the matter of strength. "Terylene" fibre is as strong as steel (mothers will testify that that's not a bit too strong!) and

We're Moving.

DRUMMONDVILLE Telephone Business Office

MOVING TO 436 Lindsay Street

Tuesday, September 4th, we'll be open and ready for business at our new office at 436 Lindsay Street.

We shall be glad to welcome you there to discuss any matters relating to your telephone service.

Office hours remain the same, 8:30 a.m. to 5 p.m., Monday through Friday, and our telephone number is GRant 2-3301. Please feel free to call on us - your Service Representative will be glad to help you.

M. N. H. GRAHAM, Manager

The Child And Sudden Death

While Canada has done a remarkably good job on combatting many of the diseases that once killed so many small children, she hasn't had so much success in the field of traffic and home accidents. All too often, youngsters figure in the news as victims of fires, scalding water, falls, poisoning and drowning. Serious accidents that don't quite take the young lives range from injuries from handling sharp knives swallowing small objects or poking them into nose or ears, and getting jammed into tight places. While it isn't possible to keep an eye continuously on the child during his first six or seven years, it is possible to remove most of the accident hazards around the home and to keep under lock and key or quite out of reach all drugs and dangerous chemicals. Great care and patience must be used to teach the child the dangers of traffic.

Machinists wash them if you like but skip the spin-dry process to avoid wrinkling. Just lift them out of the water and hang them up by the cuffs to drip-dry. Pull the seams straight and smooth the waistband and pockets.

The "Terylene" content of this fabric makes it wrinkle-resistant, but if you should ever want to press it, use a medium heat and light pressure to avoid shine. A steam iron is best but a damp cloth can be used under an ordinary iron.

In between washings, spots are easily removed with warm water and detergent.

New York Thanksgiving Weekend Tour

(Personally escorted)

DELUXE COACH SPECIAL TRAIN

Southbound - from Montreal: Oct. 5 - Lr. Central Station 7:10 PM Oct. 6 - Ar. Penn. Station 6:30 AM

Northbound - from New York: Oct. 9 - Ar. Central Station 6:00 AM

SATURDAY - SUNDAY - MONDAY

AT THE FAMOUS HOTEL NEW YORKER \$28.00 each, (12 in double-bed room)

Price includes - Round trip 16-day limit coach tickets from Montreal to New York with guaranteed reclining seat in modern air-conditioned coach and hotel room for 3 days and 2 nights, \$36.00 each in twin-bed room; \$33.00 single room. All rooms with tub bath shower and radio. Direct tunnel from station to hotel (Taxi unnecessary). Pillow provided on train. Services of experienced tour conductor.

OPTIONAL PRICES AT SPECIAL RATES (not included in attraction of \$28.00) - not sold in New York

NIGHT LIFE EXTRAVAGANZA - CITY BUS TOUR BOAT CRUISE AROUND MANHATTAN

FOR RESERVATIONS contact your Canadian National Travel Agent

Operated by Department of Tours

CANADIAN NATIONAL

FOOD IDEA

new hit with ice-cold Coca-Cola

Stuffed Hamburgers

ground beef, saucy bread stuffing, tomato slices, onion slices

Make thin meat patties - put them together in pairs with stuffing, a slice of tomato and a slice of onion between each pair. Broil and serve with sparkling Coca-Cola! There's no refreshment so welcome.

Coke brings out the best in any delicious food... at meals, picnics or parties.

Bring home the Coke today! Alternative suggestion - put patties together with packaged cheese and pickle relish for filling.

... and Coke - to put you at your sparkling best!

Regular Size 6 Bottles 36¢

GEORGES PLAMONDON LTEE
1, Ave. Plamondon Drummondville-Ouest Tel. GR 8-0788

Authorized bottler of Coca-Cola under contract with Coca-Cola Ltd.

DRUMMONDVILLE Telephone Business Office

MOVING TO 436 Lindsay Street

Tuesday, September 4th, we'll be open and ready for business at our new office at 436 Lindsay Street.

We shall be glad to welcome you there to discuss any matters relating to your telephone service.

Office hours remain the same, 8:30 a.m. to 5 p.m., Monday through Friday, and our telephone number is GRant 2-3301. Please feel free to call on us - your Service Representative will be glad to help you.

M. N. H. GRAHAM, Manager

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

Many Myths On Health Insurance

"The issue (of health insurance) has been subjected to more emotional pleading more outright distortion, more red herrings, more exaggerated cost estimates, more unwarranted predictions of evil consequences, than any other matter of public attention since Halley's comet."

That quotation is from a remarkable speech by Prof. Malcolm G. Taylor, of the University of Toronto, to the annual meeting of the Canadian Manufacturers' association. Dr. Taylor is eminently qualified to cut through the fears and prejudices that have clouded the discussion of government health insurance in Canada.

His record includes first-hand experience in the field, as director of research for the Saskatchewan Health Services Planning commission; and he has recently studied health plans from coast to coast on a Rockefeller Foundation grant.

Because of the widespread misconceptions on the subject, we present summaries of Dr. Taylor's comments on crucial questions about national health insurance.

Who Needs It?

"Every individual, from the day of birth to his last breath, is subject to the unpredictable need for

medical care," Dr. Taylor observes. As medical science has progressed, it has become more costly. "A result, only a small proportion of Canada's citizens can, without the device of insurance, meet the cost of a serious illness."

Dr. Taylor demolishes the idea — cherished by insurance companies and others — that government health insurance isn't needed because voluntary insurance is spreading so rapidly.

Outside of British Columbia and Saskatchewan, where all are insured by government plans, less than half the people of Canada have protection against costs of hospital care. The exact figure was 46.3 per cent in 1954.

At the present annual rate of enrolment in Blue Cross and other plans, all Canadians would be insured for hospital care by about the year 2000! And even this is an optimistic assumption. Dr. Taylor points out, because the easiest part of the task is largely done, the insuring of employee groups. Extension of voluntary insurance to self-employed persons and to transient workers is much harder. Moreover, the needs of the unprotected half of the Canadian population are probably greater.

Dr. Taylor hazarded the guess that scarcely any of the assembled manufacturers had failed to protect himself with a health insurance contract. He asserted: "If health insurance is desirable for you, it is desirable for all."

Can We Afford It?

Some economists and politicians have put out frightening estimates of the cost of national health insurance. Col. W. W. Goforth told the CMA that a national hospital insurance plan would cost the Canadian people about "an additional net \$238,000,000 annually."

This is quite misleading. What Col. Goforth's figure relates to is the additional cost to governments; his statement ignores the fact that the Canadian people are already bearing the great bulk of that cost now, if not all of it, as individuals.

Dr. Taylor points out that the net additional cost to Canadians of a national hospital insurance program will be only:

1. — The cost of giving hospital care to people who need it but are not getting it now;
2. — Higher unit costs resulting from an improved standard of service.

"In appraising costs," Dr. Taylor added, "let us not forget that society bears the costs of sickness whether people are insured or not. You as manufacturers bear the cost in absenteeism, in lower worker productivity, in loss of employees through premature death, and we all, as citizens, meet many of these costs resulting from lack of medical attention in payments that are disguised as welfare costs."

To suggest that Canadians cannot afford the health services they need not only ignores the fact that they are paying for health services now; it also ignores the fact that per capita income is going up.

"In 1954 alone, the increase in personal expenditures for consumer goods and services was over \$1,000,000,000. The real net increase in costs of a national hospital plan would be only a fraction of that amount," Dr. Taylor observed.

In each year since 1950, the British people have spent a decreasing proportion of their national income on the National Health Service. "I think it an interesting commentary that the British people with their comprehensive program spend a smaller proportion of their national income on medical care than we do here in Canada, and yet they have succeeded where we have not, in removing from everyone the fear of unpredictable medical bills."

Which Is Cheaper? Private enterprise is widely held to be more efficient and economical than government enterprise; extension of this idea has created fears that national health insurance will be wasteful in operation. But statistics presented by Dr. Taylor offer no ground for such fears. To the contrary, they indicate strongly that government plans give the most value per dollar spent on health insurance. Blue Cross scores well in this respect, too, but the plans offered by insurance companies consume a large chunk of the subscriber's premium for such items

such antibiotics as Tetracycline, Terramycin and penicillin, many child-killing diseases have been brought under control. Additional diseases also have been prevented by vaccines.

Meanwhile, Dr. Dietrich states, as the result of the control of infection and communicable diseases, accidents have become the leading killer of children. But accidents, like disease, can be prevented with the right "vaccine," the pediatrician believes.

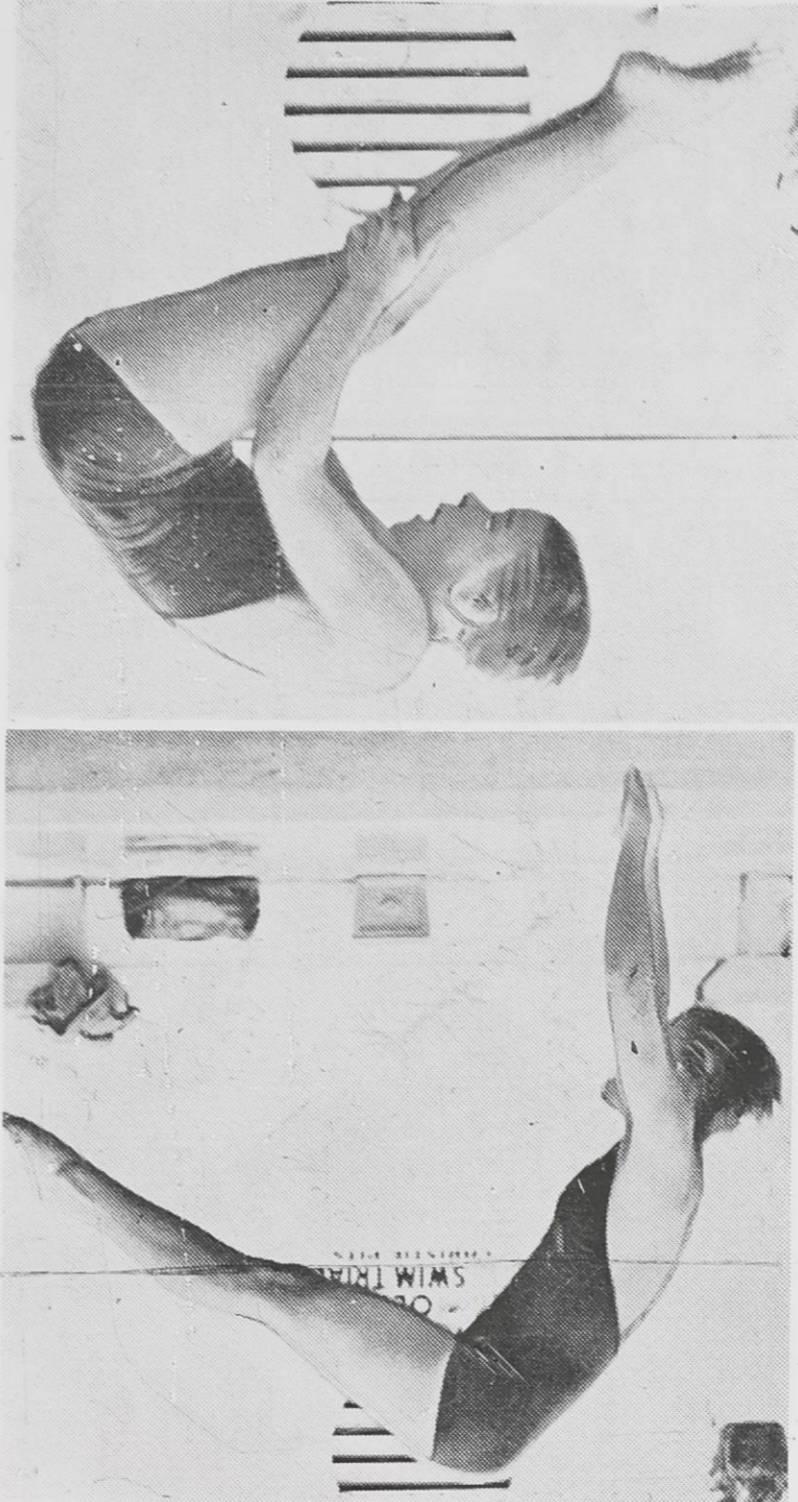
Dr. Dietrich prescribes accident prevention education for both the parent and child.

He points out that the pre-school youngster must be protected from the potentially poisonous household agents such as aspirin, shampoos, cologne, suntan lotions and cleaning fluids.

"Up to the age of one year, the infant needs complete protection from all hazards. After the age of one, protection must gradually be reduced and replaced by education."

Dr. Dietrich stresses. The accident prevention vaccine requires "forethought, time and discipline" to be effective.

SHOWS OLYMPIC FORM IN TRIALS



Flawless form is displayed by Irene MacDonald, who executes a front somersault, one of the intricate dives she hopes to perform in the Olympics. Miss MacDonald easily clinched an Olympic berth after her performance in the trials held in Toronto, Aug. 21-23. The Hamilton miss, 22, recently surprised the sports world when she placed a close second to famed American diver Pat McCormick in the U.S. nationals.

as selling, advertising and profits — leaving, of course, that much less with which to pay the actual medical and hospital bills. To quote:

"For every \$1 of subscriber premium (in 1953), an individual insured through:

A casualty insurance company paid 42.6 cents for administration; A life insurance company paid 17.5 cents for administration; Ontario Blue Cross paid 7.0 cents for administration;

The British Columbia hospital insurance service paid 6.0 cents for administration;

The Saskatchewan hospital service plan paid 4.0 cents for administration."

On the basis of the facts, Dr. Taylor invites people to get over the idea "that health insurance is something that wily politicians are foisting on the people in exchange for votes." Those who take this view, he suggests, are "blind to the basic needs of their fellow men in a rapidly changing industrial society."

(Toronto Daily Star)

Main Cause Of Accidents

A study of traffic accidents show that human failure is the number one cause. Motor vehicles and highways have greatly improved during the past 10 years, said the Province of Quebec Safety League, but the improvement in driving ability has not kept pace. Our streets and highways are becoming crowded with 300 horsepower cars being driven by Model T drivers. Our job then is to improve the quality of our drivers and this must be done through education and enforcement. Criminal acts on the highways are killing many more people than criminal acts off the highway, but we will never have enough police officers to detect and apprehend every driver who commits a hazardous moving traffic violation. It is up to motorists to promote this voluntary observance of our traffic laws and the rules of safe driving.

Country Of Origin Must Be Marked

Reaction of Canadian manufacturers of narrow woven or braided fabrics to an announcement from

For Local News
Subscribe To
Your Local Paper

Ottawa that imports of these textile products must be marked as to country of origin, was summed up by C. F. Ducloux, chairman of the Braided Elastics Section of the Silk and Rayon Institute:

"The regulations should put a stop to foreign-made goods masquerading as Canadian-made and should go far to correct practices that have been detrimental to the Canadian industry in the past."

The regulations, which go into effect January 1, 1956, specify that "narrow woven or braided fabrics, containing rubber yarns, not exceeding twelve inches in width, and boot and shoe laces" must be clearly marked with the name of the country in which they were manufactured. If they are not already marked they must be marked at the expense of the importer before being released from bond. Penalties are provided for removing or defacing country of origin markings before sale to the consumer.

I would no more quarrel with a man because of his religion than I would because of his art.
Mary Baker Eddy

I consider you very testy and quarrelsome people as I do a loaded gun, which may, by accident, at any time go off and kill people.
William Shenstone

Foreign Body

When a foreign body enters the eye, it can cause pain and infection unless it is properly removed. The pointed corner of a clean handkerchief will sometimes remove the cinder, if it is easy to see or pulling the upper lid out and down, allowing it to brush back against the lower lashes will sometimes sweep out the object. If this does not work, a doctor is the best person to consult to prevent scratching or infecting the eye.

CLASSIFIED ADVERTISING

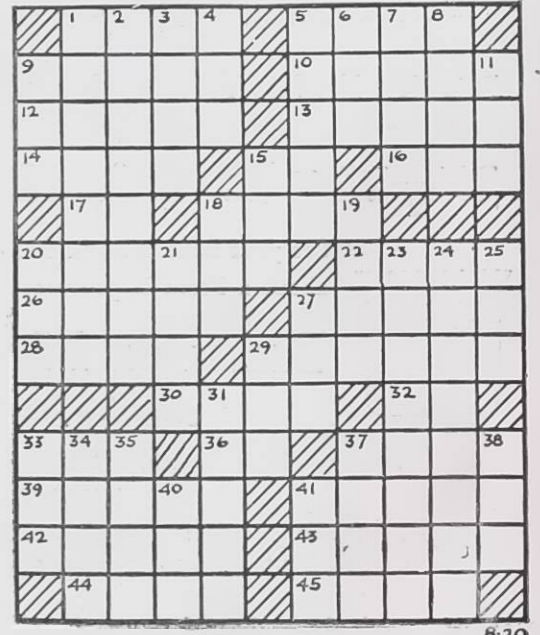
MAKE EXTRA \$\$ — and be your own boss. Sell our 250 guaranteed products full or part time. Openings in your surroundings. Family, Station C, Montreal.

FOR SALE — Golden Cocker Puppies, 6 weeks old. Phone 2-5191

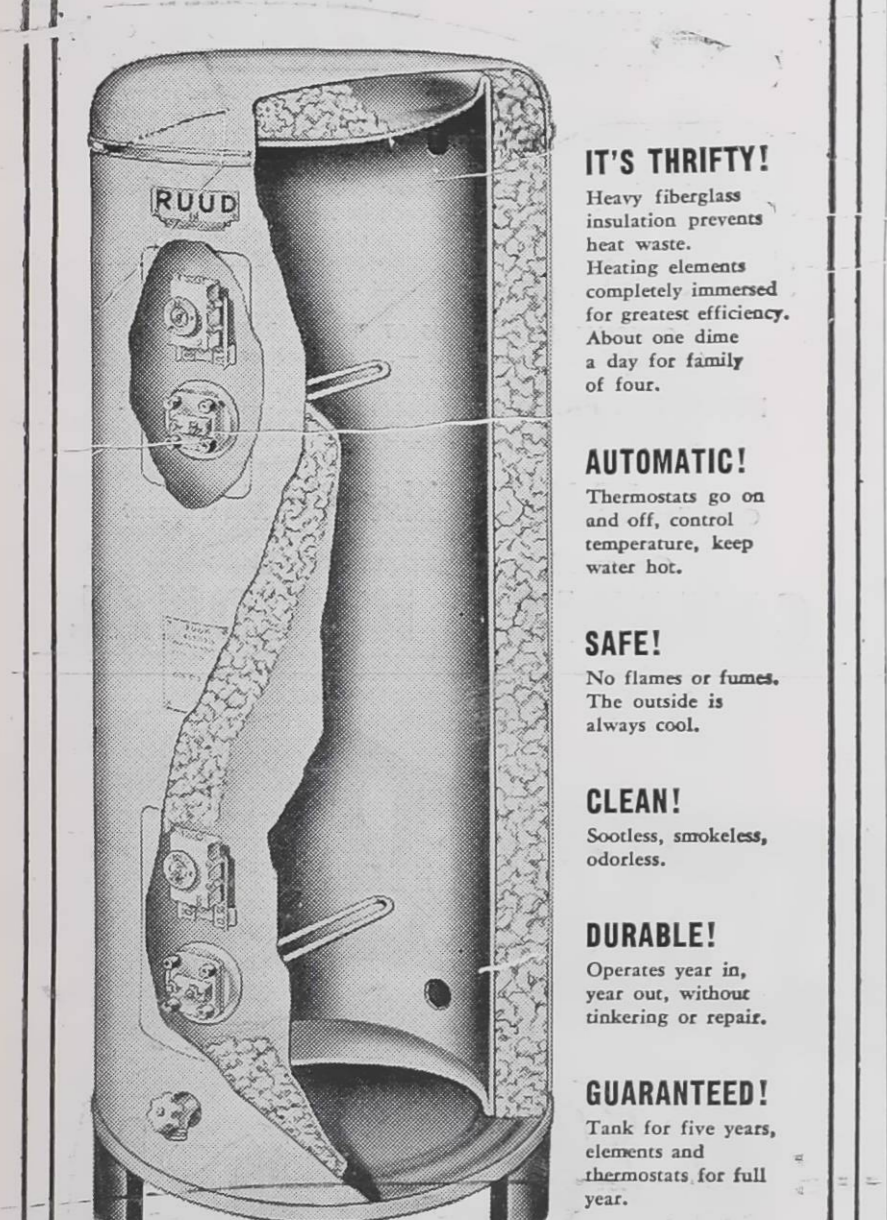
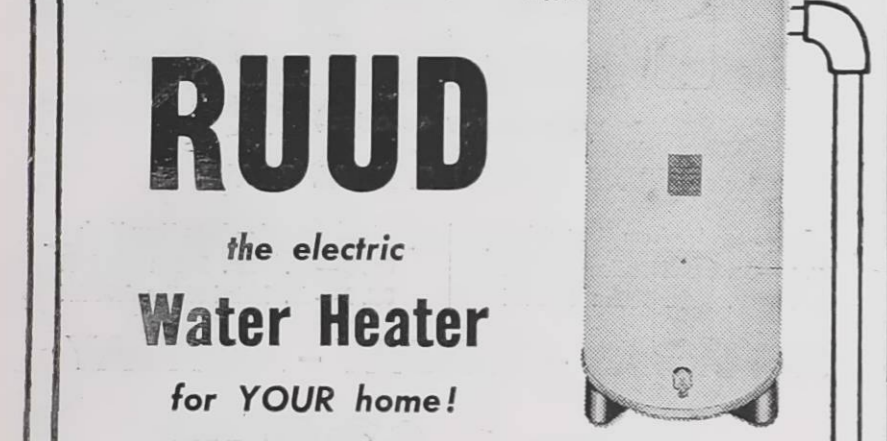
IF YOU ARE LOOKING for a good home for your children while you are on holidays or during evenings, call: 1102 Lafontaine, Phone GR 2-6906.

LAST WEEK ANSWER

- | | | | |
|-------------------------------|----------------------------|--------------------------|---|
| ACROSS | 1. Site of Taj Mahal | 3. Biblical name (poss.) | 20. Wine cup |
| 5. A quadrat | 4. Curved line | 6. Coffee receptacle | 21. Finest |
| 9. More at liberty | 7. Exchange premium | 8. Writing table | 23. Bog orchid |
| 10. Incites (Print.) | 9. Exclamation | 11. Body of water | 24. Suggested |
| 12. Type of architecture | 10. Sanskrit school (Ind.) | 12. Fuel | 25. Half ems |
| 13. Herb of the carrot family | 11. Bend | 13. Game of skill | 27. Concealed |
| 14. Uncies (dial.) | 12. Kettle | 14. Shoe cord | 29. Irritate |
| 15. Palm (Asia) (Turk.) | 13. Particles | 15. Small insects | 31. Household pet |
| 16. Weight | 14. Thoron (abbr.) | 16. Food fish | 32. Denoting an eye defect (comb. form) |
| 17. Land-measure | 15. Hew | 17. Leg bone | 33. Church parts |
| 18. Game of skill | 16. Aside | 18. Vipers | 34. Chief |
| 19. Equalled | 17. Down | 19. Fragrant | 2. To produce |
| 20. Thoron (abbr.) | 18. Vipers | 20. Chief | |



TOPS IN PERFORMANCE!



RUUD
the electric
Water Heater
for YOUR home!

IT'S THRIFTY!
Heavy fiberglass insulation prevents heat waste. Heating elements completely immersed for greatest efficiency. About one dime a day for family of four.

AUTOMATIC!
Thermostats go on and off, control temperature, keep water hot.

SAFE!
No flames or fumes. The outside is always cool.

CLEAN!
Sootless, smokeless, odorless.

DURABLE!
Operates year in, year out, without tinkering or repair.

GUARANTEED!
Tank for five years, elements and thermostats for full year.

AVAILABLE LARGE OR SMALL
All the hot water you want, 24 hours a day — automatically! In several sizes. The 28 imperial gallon type is yours for only **\$99.50** CASH PRICE
Installation charge extra (Convenient terms if you prefer)

SEE YOUR FAVORITE DEALER OR...
SOUTHERN CANADA POWER

here's the new
BRADING'S BOTTLE CAP BONUS CONTEST
Contest ending 8 SEPTEMBER

\$4,000 in PRIZES EVERY TWO WEEKS

Here's what you win
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.
3rd. Prize: 10 Prizes of \$5.00.

Cash Scholarships

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

SCIENCE IN YOUR LIFE

Child Killer
Perversely, accidents kill more of our children than any other cause. Last year they accounted for one-third of all child fatalities, claiming the lives of 13,000 youngsters and permanently injuring about 50,000 more.

These startling facts are brought to light by Dr. H. F. Dietrich in a recent issue of the *Journal of the American Medical Association*. In his report Dr. Dietrich points out that, in 1900, the goal of medicine was the control of infections. Since that time, with the aid of such antibiotics as Tetracycline, Terramycin and penicillin, many child-killing diseases have been brought under control. Additional diseases also have been prevented by vaccines.

Meanwhile, Dr. Dietrich states, as the result of the control of infection and communicable diseases, accidents have become the leading killer of children. But accidents, like disease, can be prevented with the right "vaccine," the pediatrician believes.

Dr. Dietrich prescribes accident prevention education for both the parent and child.

He points out that the pre-school youngster must be protected from the potentially poisonous household agents such as aspirin, shampoos, cologne, suntan lotions and cleaning fluids.

"Up to the age of one year, the infant needs complete protection from all hazards. After the age of one, protection must gradually be reduced and replaced by education."

Dr. Dietrich stresses. The accident prevention vaccine requires "forethought, time and discipline" to be effective.

GO BY BUS

for COMFORT! ECONOMY! CONVENIENCE!

for example:
DRUMMONDVILLE to CHICOUTIMI Only \$7.00 One Way \$12.60 Return 2 trips daily

PROVINCIAL TRANSPORT COMPANY
DRUMMONDVILLE BUS TERMINAL
Tel. GR 2-3377

CHEVROLET

Extra safety—Chevrolet's new 73 Sealed-Beam Headlamps actually add 80' to your night-time seeing. Exclusive aiming lugs ensure full benefits.

"Baby-Guard" rear door locks — with pushbutton door, the door can't be opened even from the inside. An important protection — at no extra cost.

Body-by-Fisher strength and security—the famous all-steel, all-welded body, with extra-rigid center framing. All components fused into a solid "Fortress of Steel"!

Gear-shifting is practically a pleasure with Chevrolet's quick, silky-smooth Synchro-Mesh transmission. Its miserly way with gasoline is one of its best-liked specialties!

Nailed-to-the-road stability with Chevrolet's outrigger rear suspension. Rear springs are longer, mounted wider apart outside the frame—rock-side cornering, new security!

So sensational you've got to sample it—the record-breaking Turbo-Fire V8! Astonishingly quiet, instantly responsive, it's easily the most modern V8 of all!

A flick of the switch, and the front seat moves to make you perfectly comfortable behind the wheel. Chevrolet's Power-Positioned Seat—a popular power option!

The new 140 h.p. Blue-Flame "6"—liveliest in Chevrolet history! Ultra high compression ratio (8 to 1) means more efficient use of gasoline than ever before!

Big gas savings with the Chevrolet Overdrive—the power helper that lets your engine loaf along while you really cover ground! Available with 6 or V8 engines.

Powerful 12-volt electrical system packs twice the punch of old 6-volt systems. Quicker, surer starting whatever the weather—big electrical reserve for accessories.

Rotary safety door latches help keep doors safely shut in emergencies. Also, at slight extra cost, seat belts, padded instrument panel, shoulder harness—Chevrolet offers them all.

Jumbo-Drum Brakes hold the instant you touch the pedal—BONDED brake lining (no rivets!) Easy-acting 11" brakes on all 4 wheels for CONFIDENT STOPS.

A luxuriously smooth automatic drive with pep—that's Powerglide! Lightning-fast Powerglide! Automatic down-gateway, automatic down-gateway, shift for added passing safety. Available with V8 or 6 engines.

Usually found only in high-priced cars—Ball Race steering gear! Ball bearings reduce friction to a minimum to make steering smoother and easier, and to make the steering gear more durable.

We've run out of space, but not out of features. Please give us a call—let us tell you and show you how much more there is to give you pride and pleasure in driving a Chevrolet. Give us a call soon—real soon, won't you?

CHEVROLET

C-2856C

Héroux, Thibodeau Automobile Enr.
2, Bernard Boulevard
Tél. 8-1317