## A Market For Fluid Milk

If the Bradleys of Quebec's Eastern Townships had deliberately set out to prove the family farm was still an important economic factor in Canadian agriculture, they couldn't have been more successful. Many changes have taken place since Mrs. Bradley's great-grandfather, a United Empire Loyalist, received the initial grant of land in 1846, but the farm remains essentially a family concern. Three generations now occupy the spacious home and

tical farming experience with the most modern scientific developments to operate a thriving dairy business. The Bradleys are grassland farmers, for their 700-acre farm does not lend itself to extensive cultivation. Much of the area is wooded and most of the workable land is on steep hillsides almost in the foothills of the Sutton

Mountains. A little over two years ago, faced with the rising production costs of modern mechanized farming, the Bradleys decided on a major change in their operations. Their income was dependent on the availability of suitable markets for fluid milk and Traverland Farms are located 80 miles from Montreal. With this market inaccessible the logical answer was to build a dairy on their own farm, carry the production of milk through the complete cycle from cow to customer and sell with-

in an economic radius. Traverland Dairy began operations in February 1954. The whole plant was custom-made primarily to handle the milk production of the farm herd, but demand soon made it necessary to augment the supply with milk purchased from local

Although their new venture was a large one, the Bradley family organized themselves to handle it. of the new processing plant. For this he was qualified by a degree in agriculture from Macdonald Coling agri ry School in St. Hyacinthe. His vernment said tonight. wife, Joan, a graduate in languages

cords and accounts. The building which houses the dairy is remarkably small for it was designed to allow one man to handle the complete operation. It consists of an unloading platform, a ge room where the complete pro-

In the handling of milk, temper-

cess is carried out and a cold room.

handled with extreme care and session cleanliness from the time it leaves The cows are milked by machine ce said. and the milk is weighed and poured into sterilized milk cans which are quickly cooled. The temperature in the cooler is kept around 36 degrees for government regulations require that the milk should be cooled to a temperature of 40 degrees within one hour of milking.

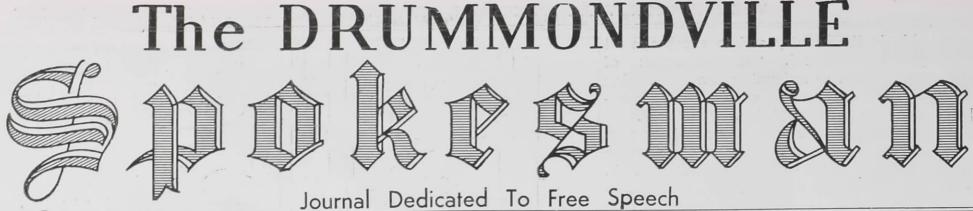
The milk remains in the cooler until processed. Before the processing begins the dairy equipment all of which is made of stainless steel is sterilized for 20 minutes at a temperature of 190 degrees. During the actual processing the milk is not exposed to the air from the time it enters the pasteurizer.

at a temperature of 145 degrees. It has a Danish-style piggery capis then "precooled" to 140 degrees able of handling as many as 300 by spring water piped from a re- pigs at one time. When ready for Bibles to the US. So reports the NY servoir on the farm and enters the market they are sold to Canada late cooler. Here at the rate of Packers Limited and provide a se-16 bottles per minute the tempera- condary source of income. Plans are ture is reduced to 40 degrees. Re- already under way to almost dou- excellent type on good quality paprocess is provided by a second the farm.

but the Bradleys also produce their tain a steady flow of milk at all own homogenized milk and cream. seasons. When present plans have

Milk purchased from neighboring materialized the milking herd will is said to be brisk among US adhefarmers is processed in the same have been increased to 50. manner as milk from their own The Bradleys have proved themcows. It arrives at the dairy in selves fitting descendants of an entrucks and must be at a temper- terprising Canadian family. They degrees is preferable. A sample is large scale planning and have more tadel of world communism. taken from each can for test pur- than kept abreast of changing conposes before the milk goes to the ditions in the realm of agriculture. the farms from which he buys his of a century and the Bradleys still milk to make sure that health re-gulations are closely followed. haven't by any means exhausted their ideas.

VOL. XXVIII — No. 23



DRUMMONDVILLE, FRIDAY, SEPTEMBER 7th, 1956

# Traverland Farms are located four miles from Mansonville in Brome County. They are operated by Ernie Bradley and his son, Keith, who combine years of practical process. Golden Jubilee of B. of M. in Drummondville Golden Jubilee of B. of M. in Drummondville



Photo taken at the Drummondville Golf and Curling Club last Wednesday at a reception given in the honor of four officials of the Federal Industry and Commerce Department: Mr. P. R. Eastham, assigned at Port d'Espagne, Trinidad; J. D. Blackwood, of Karachi, Pakistan; J. Nelson, of New-Delhi, India: W. M. Miner, of Hong-Kong. Appear also on the photo: Charles Doucet, Rene Lapierre, J. I. McCabe, of the Provincial Industry & Commerce Department, Mayor Marcel Marier, George Haggerty, Paul H. Moisan, N.P., R. N. Ferguson, T. H. Hilliard,

# Jules P. Marceau, Benoit Vanier, Leo Loiselle, V. A. St. Denis, Gaston Montplaisir and others. Supervision of production activities on the farm fell to Ernest Bradley and his wife took charge in the house. Keith assumed management Menzies Mission is a Failure Deer Hunting

to British Foreign Minister Selwyn the talks. Lloyd that they had failed to reach receiving and testing rooms, a lar- agreement with President Nasser.

possibility of being reconciled." of the zone.

The cooler is a well-insulated by U. S. State Secretary Dulles. gypt. chairman of the 22-nation London

British and French forces are who is leaving Egypt soon. poised on the Isle of Cyprus, 250 ern end at Port Said.

There is a remote possibility the Mahmoud mise formula, but as of tonight no would attend that dinner. such solution is in sight, this sour-

Western Proposal Unacceptable Despite consistent reports of a vage the situation.

Nothing is wasted on the Bradley farm. Surplus milk and skim The milk leaves the pasteurizer milk are fed to the pigs. The farm

frigerated water for this cooling ble the number of pigs raised on From the plate cooler the milk the dairy has delayed the develop- tributed abroad by Soviet State publications is that no true so- mals (this covers birds), residents, passes through stainless steel tubing machine. The desired numbers At present the ing to the bottling machine. The desired numbers. At present the full bottles are packed in cases and Bradleys have 65 free listed and acstored in the cooler until delivered credited Holsteins, including 28 other 'h'ard currency", which may to Traverland customers. Pasteuriz- cows in milk. A planned breeding then be used by Kremlin to pured milk makes up the bulk of sales, program is under way to help main- chase strategic war material abroad.

Nasser. The source contended that the The core of the crisis — Egyp- ed eager for compromise. The source said the five-power a broader international basis — and the air force attack us, it won't delegation today had reported back still was virtually untouched in matter much if Ethiopia is on our

the compromise proposal framed French military action against E- before Saturday.

S. member of the Menzies' mission, "Would Lloyd be willing to com- was seeing Nasser at a dinner the Washington that Nasser's sticking le, female and young, Oct. 15 to to Edinburgh with the Festival the cow until it reaches the bottle. promise? Of course not," the sour- Egyptian President was giving for point was his insistence on a big- Nov. 30.

The Egyptians were holding to included. a hope that Henderson might pro-

**Exports Bibles** 

Bibles are in Russian, printed in

Sale of Russian-language Bibles

in agriculture from Macdonald Col- Suez Canal dispute has failed, a participants in the London con- Iran, Pakistan and Ethiopia had plan at London but now appear-

from McGill University, took over only hope for prevention of British- tian insistence on full, unfettered The Egyptians indicate these the maintenance of the farm re- French use of force now is United control of the canal, against the efforts are "too little and too late". West's determination that the An Egyptian source commented waterway must be supervised on gloomingly: "If the British fleet

> Even though a sudden wave of The Egyptian informant predict-pessimism struck the Egyptians, He said the two viewpoints had ed Britain and France would call sources close to the mission held "run in paralled channels with no their Suez Canal ship pilots out out hopes something might yet be

gime, including Foreign Minister use. He boycotted the London transport permit obtainable from a

mission, it was becoming increas- reported trying to bridge the tions — if they are resumed.

Nauka I Zhizn, Soviet scientific Godless Russia is now exporting Programme for Militant Atheism", the County of Argenteuil. and readers are urged to avail There is no closed season of bears brary's 285-page index of atheist August 21st to une 30.

per by Moscow Patriarchy of Rus-The work involved in starting sian Orthodox Church, but are dis- attacks on religion in Soviet youth moose, deer and furbearing anihandsome profit in US dollars and

(The Letter-Review). resident, \$101.00.

## Let's Em Grow!

rents of Russian Orthodox Church most of whom are innocent of economic and propaganda motives beature of less than 50 degrees. Forty have carried on the tradition of hind this strange export from ci- September is Drive Slow. One out years to hunt unless holding a Convincing evidence that export pasteurizer. Keith makes periodic A great deal has happened at Tra- of Russian-language Bibles doesn't squarely on the shoulders of driv- permit. This regulation does not checks of the basins and coolers on verland Farms in the last quarter mark end of religious persecution ers. Watch for youngsters going to apply to trappers hunting fur-bearin Soviet Union is found in all Russian-language youth publications. of Quebec Safety League.

lege and a certificate from the Dailege and a certificate from the Daisource close to the Egyptian Goference, remained unacceptable to
formally supported the Dulles
of 1956 Hunting Laws, issued by ercise in the province. Hon. Dr. C. E. Pouliot, Minister of Game and Fisheries for Quebec, shows the opening of deer hunting in zone 6 on Sept. 25. There is, however, a special season for bow and arrow deer hunters only in the Horton Heserve, Rimouski County, from Sept. 10 to Sept. 24 and deer hunting on the Island of Anticosto is permitted from August 15 to February 1st following.

sion might seek broader powers great hope for avoiding the use of sion back from Cairo next Mon- vember 1st to November 30th; Zone Montreal actor, Rene Caron. motor and the refrigerant used is it was reporting to Lloyd as United States in the strongest way. ported believing that the consul- 25 to Nov. 24; Zone D Oct. 1 to renowned Theatre du Nouveau There were unconfirmed re- tations would go on through by Nov. 30; Male, female and young; Monde, was Montjoy in the Strat-Milk from the Traverland herd is conference which no longer is in ports that Loy Henderson, the U. failure to reach quick agreement. Counties of Lotbiniere, Levis, Belle- ford production of Henry V. The There was some speculation in chasse, Montmagny and l'Islet, ma- 25-year-old actor was to have gone

> U.S. Ambassador Henry Byroade, ger Suez Canal conference, made A hunter is allowed to kill only nity to accept the lead in the Raup of all countries that use the one deer in any one season and it disson series. The informant said that in ad- canal and those that signed the is forbidden to transport moose, miles from the Suez Canal's north- dition, top men in the Nasser re- 1888 Constantinople Treaty on its deer or parts thereof without a Fawzi and Nasser's conference because he said it was game warden. In Zones A and B countries he thought should be the antlers of his deer before the transport permit will be issued.

> The hunting zones are shown, and duce some kind of formula to sal- ported that Menzies might fly to names and addresses of wardens an emcee on French-network TV London this weekend to report, who issue transport permits are cordial atmosphere between the Asian and African members of leaving the rest of the mission listed in the Summary of Game Egyptians and the members of the the London conference also were in Cairo ready to resume negotiaquested to get when buying his

The moose hunting season is set youth publication, is campaigning from October 1st to October 10 with right now for what it calls "The serves and a Zones A and B and

themselves of the Lenin State Li- except on leased hunting territories where the openseason is from Hunting license fees are as fol-

Theme running through current All game, including bear, except Moose only, resident, \$10.50; Non-

> Deer only, resident, \$3.25; Nonresident, \$25.50.

The department also calls attention to the fact that it is unlawful director and Renee Norman is doto kill more than one deer or one otherwise specified. It is also un-The traffic accident is still one lawful for any resident or nonof the chief killers of our children, resident to hunt without a license; So the life-line of the month of for any person aged less than 16 jured while crossing at an inter- another responsible person, at least section. That puts the major blame 21 years of age, holder of a hunting to stop in time, said the Province It is also unlawful for any person

# **Exercise For** Grnd. Observers

Three Rivers, Que. — A largescale exercise of the RCAF Ground Observer Corps in the Province of cial headquarters of the organization. More than 5,000 civilian volunteers will take part in the one-day with the capture of Radisson by the

Twelve hundred observation posts ranging as far north as Baffin Island will report on all flying both Bagotville and Ghatham, N.B., will provide more than 200 flights. Insystem will lend realism to the ex-

Purpose of the operation, named 'Cerf-Volant", is to provide practical training in the spotting, identifying, reporting and plotting of air- disson's life was packed with excraft by the civilian members of citing incidents," he said. "There the Corps. "Field training is nor- literally was never a dull moment mally synthetic exercises", said Flt. and I am trying to make the TV Lt. M. J. Desjardin commanding of- series the same.

Volant will give us an opportunity to test our communications and the practical application of early warning procedures."

Rural residents such as farmers, hunters, trappers, and forest rangers will scan the skies from 9 a.m. ment here, next Monday. to 9 p.m. They will transmot flash radio links will also be used.

of aircraft kept under surveillance. in population.

ground-air team in motion. Their services are voluntary.

The Quebec organization has tak- and altered on several occasions, is which added to the people's confien part in previous largescale joint still housed in this building. Canadian-U.S. air defence exercises. "Cerf-Volant" is the first large-scale Quebec. — The official summary purely Ground Observer Corps ex- of nine managers who have served Bank of Montreal branches have

## Pierre Radisson's Big Adventures

who appeared at the Startford Fes- for two years, being succeeded in and San Francisco, as well as a tival, will play the role of the 1951 by Georges Fleury, who is now special representative in Chicago Zone regulations are as follows: famed explorer Pierre Radisson in manager of the St. Jerome main of- The number of Canadians using the done to keep alive the hope for Male, female and young deer pro- the CBC's new television series for fice. The present manager, Hubert Bank of Montreal is now over 2, ature control is of the utmost importance. At all times government that the mission, headed by Austral to the department of the British peaceful settlement.

The source pessimistically noted that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission, headed by Austral to Produce a helt in Sucrement that the mission that the mi tected the year round in the coun-children. The Adventures of Pierre Belanger, came to Drummondville 000,000. Thus, Canada's pioneer bank regulations must be strictly follow- tralian Prime Minister Robert G. Culated to produce a halt in Suez me out of direct and informal Zone E, except Anticosto Island; and around Montreal and is expect- A native of Ste. Anne de Beau- has so ably served on the long ed and the design of Traverland Male deer only may be taken in ed to start the second week in Oc-Dairy was planned to follow these compromise beyond the terms of Eropek military action are road from week in Oct.

Dairy was planned to follow these compromise beyond the terms of tober on the CBC television net
Traverland week in Oct.

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Traverland w Lotbiniere, Levis, Bellechasse, Mont- work. The part of Radisson's bro-Although British spokesman ex- magny and l'Islet. Hunting seasons ther-in-law and partner, des Gro-The cooler is a well-insulated when it was suggested the mistrom with a sealed door. The temroom with a se

Players, but forsook this opportu-

Rene Caron, 30, is a versatile Montreal and has recently been ve- life. ry active both as an actor and as programs.

and Toronto as required.

French. Godin and Caron will re- men were within easy call. tain their roles for both versions. Lending authenticity to the production will be the locale, Ile Perrot, an island near Montreal Island in the mouth of the Ottawa River, where forts will be built and backgrounds depicting the Radisson pe-

dios in Montreal. Pierre Gauvreau of the CBC is the producer. Denis Masson is the

ing the French translations. To make his scripts as authentic as possible, Lucarotti has based them on Radisson's own journal and

the historical accounts of his life. "I's not creating a cardboard he- ke the bottleneck in the paint shops

Cowell of Toronto, who wrote the plied. hit song Walk Hand in Hand with Me. Lucarotti, who wrote the lyrics for the song, says the words are simple and the tune "catchy"

The series tells the story of Radisson and Groseilliers, 17-century French traders and explorers who-Quebec will be held Sunday, Sep-rica and especially in Canada blaztember 9, it was announced here ed the way for future development and recognition of the young and

Iroquois when the adventurer was only 17. Radisson was given the Indian name of Orimha. He tried to military and civilian. Aircraft from for three days — a terrible ordeal during which he not once asked for mercy. His great courage and powprovide more than 200 flights. Interception action by the air defence of the Iroquoi and he was taken

> The first episode is typical of the series as far as action is concerned, according to Lucarotti. "Ra-

ficer of No. 6 GObC Unit, "Cerf- The Branch Was Established in 1906. — Hubert Belanger, the manager since April 1955.

mateur, commercial and military more than a collection of small he served until his appointment shops and factories, and the popul here last year. lation was barely 3,000. In 1915, In the urban centres of Rimouski, however, two years after the B of Three Rivers and St. Jerome, house- M opened its present structure, the The forward-looking spirit of the wives, students and professional construction of a power plant on local B of M office stems from the people will man the filter centres. the St. Francis River attracted se- earliest traditions of the parent Reports will be plotted on the oper- veral new industries and paved the bank which was founded in 1817. ational boards and the movements way for today's twelve-fold increase Within a fortnight of its establish

the air defence net to set the the Bank of Montreal can look troducing Canada's branch-banking back upon all but seven of those system. This flexible and trust-The Ground Observer Corps was years having been spent at the worthy type of organization has first organized in Quebec in 1951 same locale, its landmark office at long since proven a mainstay of and has expanded to include spar- 221 Heriot street. The bank first the nation's relative stability in ecosely populated areas such as the opened in what is today the Post nomic affairs. In its first year, the vast forest lands. More than 400 for- Office building at the corner of Gi- bank also issued Canada's earliest estry towers are observation posts rouard and Heriot streets. In March, native currency, thus helping the and their occupants members of the 1908, a move was made to the Pelle- farmers and the merchants of Que-Corps. Members come from all tier Building, which today houses bec and Montreal who were sevewalks of life and vary in age from the Continental 5c to \$1 store. Four rely hampered by the several, contheir late teens to the seventies, years later, construction began on stantly fluctuating foreign curren-Whole families, particularly in the the B of M's own building, and, in cies then in circulation. The same rural areas belong to the Corps. 1913, the branch commenced operat- years the bank became the colo-

NINE MANAGERS

ry. Mr. Lawlor played an important ments.

The oldest banking office in quently served with the St. Roch, Drummondville — a branch of the St. John's Gate and Levis offices, Bank of Montreal - will mark the returning to St. John's Gate as ac-50th anniversary of its establish- countant in 1936. He served in a similar capacity at St. Sauveur and When it opened here as a branch St. Roch, becoming assistant manof Molson's Bank, long since a part ager of the latter office in 1947. million miles of telephone, private of the B of M, on September 10, Mr. Belanger was made manager of company and government wires. A- 1906, Drummondville was nothing the Megantic branch in 1951, where

### PIONEER BANKING

ment. Canada's first bank opened The information will be relayed to In marking its 50th anniversary, an agency in Quebec city, thus ining there. The office, redecorated nial government's domestic banker,

> dence in it. With the opening up of the pro-Thomas T. Lawlor was the first vince and the whole of Canada, the local office in its 50-year histo- pioneered in many frontier settle

role in stabilizing the young branch, Today, the bank that began as and remained here until 1919, when a modest office with seven emhe was succeeded by O'Leary Mer- ployees in Montreal, has a staff of cure. Others who followed includ- more than 11,000 in over 670 braned, J. O. R. Marchand and Alcide ches from coast to coast, including Spenard. H. P. G. Babin and Leon more than 125 in the province of Cote each spent more than a decade Quebec. It also has offices in Lon-Jacques Godin, a Montreal actor here. J. E. Jacques was in charge don, Eng., Paris, France, New York has grown up with the country it

# A lot of Farmers

The automobile, sociologists say, necessary to achieve the hard mirhas had far-reaching economic and ror-like gloss produced by "Duce" Canada's rural population. With and no polishing since it dried with theatrical and radio personality, es- such other means of communicapecially well known in the Sher- tion as the telephone and radio, it brooke area of Quebec. After 15 has ended the isolation of the farmmission may produce a comprochief political adviser, Ali Sabry, not representative of the 45 or so the deer hunter must also produce be and enabled his whole family to chemical industry has just come up in Quebec rural areas, he settled in participate in an enlarged social with two new finishes (called "Lu-

> The writer of the all-Canadian se- from poor - but convenient to The new finishes already are being ries is John Lucarotti of Toronto railway transportation - land to used on several makes of 1956 cars who has secluded himself at Brace- distant but more fertile areas. Even and are being tested by practically bridge, Ontario, to work on the living 50 miles from centres of po- every other automobile manufacscripts and commutes between there pulation he still had access to city turer. markets for his produce. He could Filming of the series (by Omega shop in city stores, attend city Productions of Montreal) was to churches and spend an evening a start late in August. Each episode the movies. Even visits to the docis being filmed twice, one for the tor or dentist could be arranged English version and once for the quickly. Veterinarians and repair Fifty years ago there were few

cars in Canada and those that did exist were considered luxuries. The change in status of the automobile from a luxury for the few to a necessity for the many did not come riod will be created. Other scenes Big Change, Frederick Allen exabout accidentally. In his book, The 1956 at 8.00 P.M. plains the rapid growth of the au-

The fast-drying paint which broro," he says. "It's a full-dimensional and made mass production of cars Band of the Canadian Guards will of five children was killed or inhunting permit and accompanied by whose real-life exploits are main possible was one of the major concome from Camp Petawawa, Ont. whose real-life exploits are more tributions made by chemists to the to play a whole hour program of thrilling than any legend. The pi- modern automobile. In the early military marches and popular muoneering of Canada was a titanic days no matter how fast cars were sical selections. undertaking — a saga to stir the rolled off the assembly line, prodisson story is but one exciting standstill while old-style paints we- and various other military objects to hunt on any leased territory chapter. Should this TV series sucwithout the permission of the ceed, as I'm sure it will, it will be to paint the most modest car, and a great thing for it will open the a month or more to finish expensive models. No less than 22 se- gnitaries will honor the soldiers A special theme song for the se- parate coats of primers, surfacers, ries has been written by Johnny glaze, color and varnish were ap-

quer called "Duco" was introduced Army soldiers performing.

as an automobile finish and immediately revolutionized auto production by cutting the painting time to two days. Three years later is was followed by "Dulux" enamel which is the type of finish most widely used in Canada today. While six to eight coats, followed by an extensive polishing operation, were social effects on the living habits of "Dulux" required only two coats a high initial lustre.

Now, after years of research, the cite" acrylic lacquer and "Dulux 100") which are said to provide To the farmer, the advent of the better color retention, metal proautomobile meant he could move tection and ease of maintenance,

## Military Display At Drummondville

Montreal. — Regular Army troops will give an unprecedented demonstration at Parking Lot near St. Frederick's Church on September 18,

A platoon consisting of 32 men tomobile industry by saying that and an additional group of weap-"manufacturers learned to build ons experts from the 3rd Battalion cars that were not hideously expen- of Canadian Guards of Camp Valsive, that did not rattle themselves cartier, Que., will execute the proto pieces, and that could be paint- gram which will include a ceremoed with a fast-drying but durable nial retreat and demonstrations of some of the infantry's most modern

The 45 men strong Regular Army

blood of every Canadian. The Raduction always came to a virtual of photographs, weapons, radio sets, of interest.

> The local civic and religious diwith their presence at the display which promises to be of great interest to all. It is expected that large numbers of our citizens will turn-Then in 1923 a fast-drying lac- out to see our well-trained Regular



Pte. Marcel Moreau of Drummondville was among members of the 1st Battalion, Royal 22e Regiment, taking part in the recent manoeuvres held by Canada's NATO army formation in Germany. Here Moreau keeps a sharp lookout for enemy troops dressed in distinctive dark green uniforms.



National Exhibition's history preceded the 1956 to cross the two-mile route lined with 100,000

opening in Vancouver. The parade was a five-persons. This flower-decked float drew much

sense striving continually to keep obligations.

ager of his own affairs. Beyond He that blows the coals in quar-

this, we also recognize, as an or- rels he has nothing to do with, has

real responsibility to see, to the fly in his face.

ganization, that we have a very no right to complain if the sparks

mile long spectacle taking more than two hours admiration.

# The DRUMMONDVILLE

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

mondville, Quebec, by La Parole Limited. SUBSCRIPTION RATES

Canada, one year.... \$2.50 Canada, six months \$1.50 Mr. Phillips presented Hamilton-born Foreign, one year.... \$3.50 Foreign, six months \$2.00 Tom Park with a cheque for \$3,000. Park Authorized as second class matter by the Post Office was the last swimmer to leave the water. Department, Ottawa.

DRUMMONDVILLE, FRIDAY, SEPTEMBER 7, 1956

## Lake Ontario Marathon

### Swim Committee

The Lake Ontario Marathon Swim was F. Fuerth, president of Brading Breweries mendous step in making the Canadian en-Limited., stated when he distributed cash tries in this year's games "the best we have awards to the 10 top swimmers who took to offer" part in the across-the-lake swim on August During his address Mr. Fuerth said that Toronto waterfront.

None of the swimmers finished the race, but the sportsmen-members of the Lake Ontario Marathon Swim Committee decided that they should all share in the prize money of \$27,000 that was put up for introduced by William Harwood, chairman weather.

the swim was to further good sportsman- ther forecaster.

he looked in the summer of 1956.

A Camera Goes to Camp

stint of outdoor living.

for remembering. In most camps pictures.

ship in the country and to encourage all sports in general. "Encouragement of sports such as swimming is a great thing for this vacationland of ours where swim-

ing is so important", Mr. Fuerth said. Toronto's Mayor Nathan Phillips presented the cheques to the swimmers at a The Drummondville Spokesman is Printed and Pub. ceremony in the Toronto Men's Press Club. lished Every Friday at 400 Heriot Street, Drum- Mr. Phillips said that a swim of this magnitude does much to build Canadian character and put Canada on the map.

> A pretty Scarborough school teacher, Muterpretation by courts of law, and nes can be taken as purely a material training to the individual can be determined by the individu riel Ferguson, 19, received second price of its meaning is now considered defi-

27 between Niagara-on-the-Lake and the the general feeling was that the swim was a definite athletic success. Although the elements proved too strong for the seven

\$10,000 should go to assist Canada's teams ment, swimming star Ernst Vierkoetter, fine turf.

# the Suapshot Guild The Protection Of General Insurance

nder the risk of losing it by fire, eft, storm or other malign acts of en or of nature. Only beach-combes and vagabonds are free of conern about such things. Even they, the very act of living, have cern legal obligation to reimburse iers for damage they cause. General insurance is our protec n against catastrophe. It is the ock absorber of industry and the dividual. The farmer with his p ripening in his fields rests easy ause it is insured against hai furrier with thousands of dol worth of furs in his loft knows it his insurance protects him inst financial ruin by fire or ft; the home owner who carries equate insurance need not feat ancial disaster by fire, burglary,

widely are the advantages of geproperty insurance accepted as was shown by a consumer cation study of the National E ducation Association in 1946, more families in the United States have the protection of property insurance than of life insurance.

We recognize pretty generally a vide variety of risks against which It's the wise parent that makes | A word of caution about care of sure Junior is equipped with a film and camera may be required, t would be advantageous to have otection, but there is still a sur simple camera along with all the especially if the youngster has risingly large number of chances gear required by the camp man- not done much picture taking. we take. There are four principal agement when he takes off for a Keeping both film and camera motivations in our disregard of indry, cool, and clean is perhaps the surance protection: the "it won't Going to camp is a big event in most important thing. Leaving happen to me" feeling; ignorance of his life, and both you and the them lying around in damp spots, the fact that we are exposed to camper will be glad to have snap- or in the open sun all day isn't risk; unawareness of the fact that shots—you for information, he the way to help them give good the protection we need is readily available; and procrastination the youngsters are happy to take Just don't make the youngster More might be done to remedy turns behind the camera and afraid of using the camera for this state of affairs by the insurancounselors are most cooperative. fear he'll do something he through organs of public informa-Suggest to your camper that he shouldn't. Considering the magic tion and education what catastromake a deal with another one so they perform, cameras are pretty phes may be averted or remedied. that they will shoot picture stories of each other's camp activities. It won't take much time, and he can proudly show his picard and take an amazing amount of punishment. But, the dry, cool, and clean treatment is a language, and they should simple they perform, cameras are pretty rugged and take an amazing amount of punishment. But, the dry, cool, and clean treatment is a language, and they should simple they perform, cameras are pretty rugged and take an amazing amount of punishment. But, the dry, cool, and clean treatment is a language. ner of expression and arrangement.

### tures to his friends when he important. Some of the quaint wording in ma-617 —John Van Guilder rine insurance policies has been preserver of necessity, because it



Adding a western flavor to the seventh Canadian Hi-Y confer- Rogers and Lawrence Copthorne, posed to tell where the delegate ence of YMCA teen-agers at from Calgary. Many varying cha- is from; such as oil helmets Lake Couchiching, Ont., with peaux are in evidence at the con-their cowboy hats are delegates ference—called to discuss youth hats from Sudbury and balmor-Ross Greenfield, at left, Bill problems—as each hat is sup- als from the Maritimes



swimmers, Cliff Lumsdon, Mrs. Lies Putt
Jamnicki, Billy Connor, Steve Wozniak,

We cannot hedge against every possibility of loss, but we can analyze our situation, estimate the lyze our situation, estimate the loss of the seven of the sev

Jamnicki, Billy Connor, Steve Wozniak, John Jaremy, Ray Muench and Greta An-John Jare Then a cheque for \$10,000 was present
choose what ones to cover. Pruthat some accident will throw a
dent persons will want to insure
heavy or fatal financial load on
frequency and magnitude of losses

By the collection of data on the
frequency and magnitude of losses

Continued on page 4) held to promote swimming in Canada and to encourage the young athletes of this to encourage they giving them as it were elbow. to encourage the young athletes of this committee on behalf of the swim committee on behalf of country to further good sportsmanship, A. tee. Mr. Worrall said the gift was a tre
ing sure of this primary protection, room in their investment operations.

The principle behind insurance good sportsmanship, A. tee. Mr. Worrall said the gift was a tre
ing sure of this primary protection, room in their investment operations.

The principle behind insurance good sportsmanship in the principle behind insurance good sportsmanship. insurance against minor misfortu- The principle behind insurance ples of probability to economic not be changed every time we

# Garden-Graphs

Fall is considered the best | It will be found best to divide men and three women in the water, he said, time of the year to make a new the quantity of seed required their performances showed that Canada lawn because the soil is warm into two parts. Then sow in one then and most of the lawn weeds direction, using one-half of the s still producing top-rate athletes.

Mr. Fuerth and Mayor Phillips were

are dormant. One can also expect generous dew-fall and several weeks of good growing other half of the seed, as shown At this time, the various Graph.

of the swim committee. Other committee grasses root and stool best, pro-The committee decided that \$10,000 members were Gus Ryder, former Toronto ducing short, crowded joints at the base of each stem. This habit the base of each stem. This habit pound per 1,000 square feet. should be split among the swimmers, that mayor Allan Lamport, Dr. Wallace Parlia- of stooling is what produces a After sowing the seed rake it in the Olympics and that \$7,000 should go
to aid amateur swimming in Canada.

Mr. Fuerth said the main idea behind.

Reeve Bev Lewis, M.P.P., of Etobicoke,
Mayor William Greaves, of Niagara on the

Mr. Fuerth said the main idea behind.

After the labor of preparing the soil, don't be "penny wise and pound foolish" by trying to economize with chean seed.

Into the said lightly, not deeper the soil, don't be "penny wise and pound foolish" by trying to economize with chean seed.

Into the said lightly, not deeper the soil, don't be "penny wise and pound foolish" by trying to economize with chean seed.

If you are not fortunate crousely Mr. Fuerth said the main idea behind Lake and Fred Turnbull, Dominion wea- Cheap seeds are inferior in to have rain following the seeditality and contain much inert ing, water the area lightly using chaff, low grade grasses and almost a mist-like spray. Build up the lawn so there is Take pains to provide an even a gentle slope of grass near tree. distribution of the seed. Sow on trunks, as shown in the Garden-

a calm day, as it is impossible Graph. This will prevent stand-

to make an even seeding on a ing water which may drown out

So many pleasant surprises...

\$2,000 and Robert Cossette of Quebec took nite. But insurance agents should The sort of insurance this Month- made certainties for the group. Take the insurance principle. The insurance principle. thir dprize honors of \$1,500. Cheques for applicant in his own language presented and casualty insurance. It includes the property will be a human to be fire and casualty insurance. It includes the fire and casualty insurance this month. The insurance carrier must build and casualty insurance. It includes the fire and casualty insurance. It includes the fire and casualty insurance this month. The insurance carrier must build and casualty insurance this month. The insurance carrier must build and casualty insurance this month. The insurance carrier must build applicant in his own language presents the fire and casualty insurance. It includes the fire and casualty insurance this month. The insurance carrier must build applicant in his own language presents the fire and casualty insurance. It includes the fire and casualty insurance the fi thir dprize honors of \$1,500. Cheques for \$500 were presented to the seven other swimmers, Cliff Lumsdon, Mrs. Lies Putt Lampicki Rilly Coppor Steve Wozniak applicant in his own language precisely what protection is offered.

We cannot hedge against every possibility of loss, but we can analy contained to the seven other swimmers applicant in his own language precisely what protection is offered.

We cannot hedge against every possibility of loss, but we can analy contained to the seven other swimmers. The "why" of insurance except down, but there is reasonable certainty, based upon statistical experience, that about the same proportion of all similar property except field.

risks. We base our insurance needs something. But there is no po on statistical measures of risk ins- in carrying insurance that is tout tead of on casual or inspired estim- of line with the actual value of the ates and guesses.

property covered. An inventory The Insurance volume of the Alexander Hamilton Modern Business
Texts points the lesson of foregight of over-insurance. Texts points the lesson of foresight neatly: "A catastrophe or calamity Rates and contracts is an accomplished fact with conse- We cannot insure property unquences that may be measured or less we have an insurable interdefined. A risk, however, is not a est in it, that is, unless we have catastrophe; it has no objective ex- some control over it, and would sufistence, but is subjective, and de- fer financial loss if the property notes the uncertainty where or were destroyed or damaged. When when or upon whom the catastro- we have an interest in something phe may fall. This element of un- material, like buildings, machinery,

including the price tag

Chrysler Windsor 4-Door Seda

certainty explains the essential na- furniture and merchandise, and can calculate the amount of pos Every reasonable person will try sible loss, we can protect our intero control the risks so as to avoid est by payment of a premium to a catastrophes by limiting losses, suitable insurance company but in addition he will carry in- The rate charged us will depend surance so as to protect himself or upon several factors. If we seek his business against losses he can-fire insurance, the company will not control. Successful business take into account the location and operation, big or small, requires construction of our building, the judgment about the risks to be ac- safety devices we provide, the recepted and those to be protected lative hazard of the building's conagainst. Tranquil living, in business tents, and the fire protection avail- Une Compagnie canadienne or personal life, depends to a big- able. The community may, by sub- succursales dans plus de 65 ville ger extent than we realize upon stantially increasing its fire defen making the correct decision about ces, bring down fire insurance costs what risks we shall bear and what To make insurance reliable and risks we shall transfer to special-effective, the rates charged mus fulfil certain general needs: they

Loans To Or More... \$1250? Just one example. lower amounts from \$100 up.

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\$137.30 \$95.55 \$63.60

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Sherbrooke

and Stan Rowe are three who have few occasions."

'Finest International Detective Service'

When American Express was formed 106 years ago, the company'

Buffalo, N. Y. and between Boston and New York City.

f special agents who insure the v\_\_\_\_

If such cheques are lost or

stolen before the owner has coun-

American Express replaces them

r refunds the money promptly.

Then, if theft or robbery is in-

volved, it turns loose its own

men of the Inspectors Division

which has been hailed as "the

vice," by none other than Scot-

other improper acquisition of travelers cheques, anywhere in

Express Inspectors Division into

action. In fact, some of the un-

derworld's most notable members

have found themselves behind

bars because they made the mis-

travelers cheques. The work of

American Express' special crimi-

aimed against small-time thieves.

pickpockets, bag-snatchers and

be traced, many a thief has been | gets its man."

take of trying to cash stolen

Nowadays, big-time profes-

Theft, forgery, burglary or any

safety of the cheques.

lly service was carrying goods and valuables between Albany and

However, the firm is best known around the globe for its famous

travelers cheques-and least known for its behind-the-scenes corps

on an individual trip.

Sherbrooke Bell for their after hours activities.

Gerry, a Plant man by day and amateur prospector on weekends, claims the hysteria and cut-throat attitude of the old-time gold rush still exist among the small band of Government 75 cents an acre. If he Government 75 cents an acre. If he foils to do either he loses the mine-

Many's the careless fellow who has neglected to fulfill his agree
YOUNG MEN

is now Quebec Copper Corporation months Wally has contacted 37 different countries.

YOUNG MEN

is now Quebec Copper Corporation months Wally has contacted 37 different countries.

('It's better than a geography thing which, as a general rule, a few promising samples but didn't have a laim to be a few points and the part of the part



day to Friday of every week, very handy. Canadian Army.

> MOLSON'S EXPORT

of the Canadian Army will be at him the odd weekend and his father- sends out. A good homemade set g the Drill Hall. 250 St. Louis St., that he bought a \$1300 diamond ufactured one and there are no cen Drummondville, Tel. 2-2714, Mon- drill, which of Course Gerry finds tuly-old class prejudices to get in from 9 a.m. to 6 p.m. Young men His most faithful supporters, howare cordially invited to inquire into the Grenadier Guards at Petawawa the opportunities available in the accompanied him ev



Ahoy, pleasure ahead! You set

your course for the enjoyment of Canada's favourite Ale when you say:

"Make Mine MOLSON'S EXPORT"

Scullers young quarterback Gerry Doucette, 2 emerged as the individual hero of the hard-fought contest. The first homebred to start at the pivot spot for a Big Four team in seven years, Gerry played the whole game and almost mad supporters forget the talents of regular quarterback Tom Dublinski, who is suffering from a knee injury. Although Montrea edged Argos, 24-20, Doucette completed 14 of 24 passes, including a 69-yard toss.

been nick-named the "mascot" and is as keen on the weekend trips as

Perhaps Sherbrooke's most strenuous hobbyist is Stan Rowe He builds houses in his spare time. A central office man in Sh brooke Toll. Stan has built five hou ses plus a summer cottage and a boat during the last 10 years. All by yourself? he was asked "Well not quite. I had the basements dug, and a couple of fellows from the office helped me with the construction now and then. But otherwise I did everything myself," he assured us. Stan insists house building is just a hobby with him. He likes his job at the Bell too much to ever con sider doing construction work full time. It's been a lucrative hobby so far though, he admits. All his

houses have been sold at just under 00 per cent profit. It all started during the housing hortage after the last war. Like brought to justice because of the a lot of young married men Stan travelers cheques which bring the couldn't find a house for his family American Express agents into and being a resourceful man he decided to build one himself. During The fact that these special the fall and winter he made all the agents are protecting a travelers pards, windows and doors, so when spring rolled around and the safer on a tour, cruise or even indations was laid, he was able to whip up the shell complete with Wally. The underworld itself shows doors and windows in no time. He sends out a "CQ" or univer- up with the progress of Canada. The Rowes lived in their two-storey, seven-room house until they "seek you". He follows this up with way of saying it than to state that he highest respect for American Express operatives. Sometimes when travelers cheques are stole decided the mortgage wasn't worth his own call number which is VE2 instalment credit has become grown careless or distracted. Va- | by a pickpocket or sneak thief it. So they sold for just about twi- QG and waits for someone to pick part of our modern way of life." cation-time is especially the busy | along with other loot, his imseason. In the typical case, trav- | mediate reaction is to rush to the ce what it cost them to build and it up and call him back. "VE" stands Noting that "there is some con Stan started on his second venture, for Canada, the "2" signifies the cern expressed occasionally" abou elers cheques are among loot nearest mailbox and send them this time a double tenement. | call is coming from Quebec pro- the volume of instalment credit, which a thief has taken from a back to the company. They have All the work had to be done at vince and "QB" are Wally's per- Mr. Wemp said that when this vo- SCHOOL AND FUEL EXPENSES home or from a person's pocket- learned to worry that, like the nights and on weekends, occasion- sonal call letters. book. And whereas the cash or | Canadian Mounted Police, the Inally with his brother or some Hams have played near-heroic ro- and disposible income "there would line of products. Write for friends to help. Then followed a succession of houses including one succession of houses including one the world, Wally points out. When loss including one the world, Wally points out. When cern."

for his brother and another two-storms or floods have destroyed "Over the years we have come ment with the Government regard- storey for himself and his family. communications, amateur radio ope- to the conclusion that our concern "BE INDEPENDENT! ing stake rights and has lost his It was at this point that the Bell rators have successfully carried the should not be so much a case of from \$50. to \$75. per week at the mine to a bunch of eager beavers who have snuck to grab it the minute the mining rights expire.

Bell men in Sherbrooke are a versatile breed.

From digging for gold in their city, their hobbies range to ham radio and house building.

Gerry Hayes, Wally Hemmings and Stan Rowe are three who have are three was brought to Ste. Agathe, to Ste. Agathe, to Ste. Agathe, was transferred to Ste. Agathe, to Ste. Agathe, who the rest of the world. The Winnipeg floods and Southern to Ste. Agathe, whether the total is too high, but rather whether the total is too high, but and to Ste. Agathe. The Winnipeg floods and Southern three whether the total is too high, but and to Ste. Agathe. The winnipeg floods and Southern three whether the total is too high, but and to Ste. Agathe. The Winnipeg floods and Southern three whether three whether three whether three whether three mine to a bunch of eager beavers stepped into the picture and Stan load of keeping the disaster areas whether the total is too high, but start in selling 225 first quality pro-

According to an agreement with the Department of Mines, each man may stake up to 200 acres, and with the Department of Mines, each man may stake up to 200 acres, and by

men who haunt the brooks and fails to do either he loses the mine-hills of the Townships. Their picks hills of the Townships. Their picks ral rights and the land is open to blockered page identify them.

Government 15 cents an acte. If the earth.

He plops himself down in front sident of Industrial Acceptance Corporation, said here tonight. and blackened pans identify them easily and Gerry admits he's one of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his rig after dinner, spins a few dials and may spend an hour or so of his right and help dials and may spend an hour or so of his right and help dials and may spend an hour or so of his right and help dials and may spend an hour or so of his right and help dials and may spend an hour or so of his right and help dials and may spend an hour or so of his right and help dials f them.

"We've got it in our blood. Watch suit of his hobby. As is the case of his hobby. out it doesn't get you, because once you start looking for gold, you'll never stop", he warned, "It's more like a disease than a hobby."

suit of his hobby. As is the case one, with fishing, however, the big ones always seem to get away.

For instance, one time he was like a disease than a hobby."

suit of his hobby. As is the case only, or perhaps joking with the Bell ambition and integrity of our case only, or perhaps joking with the Bell ambition and integrity of our case only, or perhaps joking with the Bell ambition and integrity of our case only, or perhaps joking with the Bell ambition and integrity of our case only, or perhaps joking with the Bell ambition and integrity of our case of the period of Many's the careless fellow who who is reasonable of what merica or Europe. In the past five nadian families shows them to be

> a few promising samples but didn't lesson," he claims, "and much more they take on only after due conget around to staking the property. fun.' sideration and with a full measure Quebec Copper is now pulling ore out of that same spot at a rate of hundreds of tons per day.
>
> Gerry has actually skated four times. Twice he sold at a profit and the other two are now in the hands of different mining concerns with whom he has agreements that he will get a certain amount.
>
> "A ham in Germany and I have become quite friendly via our radio rigs. He lives near Nuremberg and we have had several interesting discussions on the Nuremberg and we have had several interesting discussions on the Nuremberg and its end of increased its offices from 41 to 100 and its employees from 300 to 2,000, Mr. Wemp added that "although we like to feel that to some extent this growth is due to the calibre of our personnel, we would be foolish not Quebec Copper is now pulling ore "A ham in Germany and I have of responsibility of money plus a percentage of the Language is no barrier either, personnel, we would be foolish not shares if the ore is of a good grade radio operators in all parts of the to recognize that it is also due to and in large enough quantities to Wally explains as most amateur world speak English. Swedish and which we live and the character At the moment he and his wife Finnish hams he has contacted and integrity of our Canadian peo-

have a 400-acre staking at Brompton Lake. Samples looked so protish accent. mising that Gerry felt the area might be worth mining. He didn't in the rig, this is one hobby which ve either the time or money to costs very little. The electric light it himself, however, so a large bill at the end of the month an ing concern has taken over the the \$2.50 a year for a licence ng with the agreement that Wally's only expenses. Nor is it will get a percentage of the hobby restricted to certain pr es if the area proves valuable. fessions. Hams include doctors, m rry's mineral fever has rub- nisters, labourers, technicians, l off on most of his associates. yers and even a few women. Best is fellow workers at the Bell are of all the ham is not know by the keenly interested in his activities. company he keeps or by the clo-His wife goes out panning with thes he wears, but by the signals h

Mrs. D. Carı

Tel. GR 2-4701 WINS HIS SPURS



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About 2,000 bike riders are in- to a passing vehicle. Carry books jured in traffic accidents each year and packages in a carrier and not reports the Province of Quebec Sabars. And, if you must ride at fety League. If your youngster li- night, be sure your bike is equipkes to ride a bike, be sure he fol- ped with a good light in front and a

ACROSS

43. Comfort

44. Back of

the foot

the Safety League. Ride WITH and not AGAINST traffic and keep to the far right side of the road. Don't weave or show off. No passengers allowed. Never hitch on lows these common-sense rules from clear reflector in the rear. LAST WEEK ANSWER DOWN 1. Cone-

1. A shed 19. Imfor sheep 2. At one 5. Cicatrix 21. Roman 3. South road 22. Oatby a whale African 4. What? 10. Minute skin 5. Exhaust 25. Abopenings 6. Pronounces 13. Legislative 8. Keep 27. A Mexican 14. Christmas 9. A jocular 28. Employed Operating the set is simple, says our expansion, we have been in a do not become overburdened with 39. Body of 16. River (Lat.) (collog.) trial 30. Like 17. A liquid 42. Excla (abbr.) 13. Observes paste 18. To bewitch 20. Hateful 23. Equips Scotland lume is related to earnings, savings — Meet this extra cost by selling 25. Half ems 26. Let it stand 28. To remove 34. Part of 35. Land-

# Orillia. — Instalment financing best of our ability, that individuals Franklin

"Only 3,000 people lived here when Drummondville start of World War I, the bank built its present, attractive welcomed its first (permanent) bank. That was only a few years after the turn of the century, when the town boasted of only a few small factories and stores. It's certainly made progress since my dad's time — the population's increased more than twelve-fold. Drummondville's a finelooking city today, and its future looks good, too.

"But I'm straying. I was talking about the Bank of Montreal in this community. Well, now, that first banking office - a branch of Molson's Bank, which later merged with the B of M — began here . . . let's see — thanks, that's right . . . in 1906 . . . September, I believe it was.

"Started off in the present post office building at the corner of Heriot and Girouard. Shortly afterwards, a move was made to the brand-new Pelletier Building - now the Continental 5¢ to \$1 store. A couple of years before the

quarters at 221 Heriot street, and moved in the following year. They've made a lot of changes since to keep up with the times, so that it's hard to believe that the B of M is our oldest bank.

"Man, do you know that makes 50 years that the people of Drummondville have been dealing with the old bank ...it's a long time and we've seen a lot of progress — and shared in it, too, through working together."

Yes, here and throughout the length and breadth of our nation, the Bank of Montreal has grown with the community, sharing in its growing pains as well as in its achievements.

And, in hamlets and villages, towns and cities, the B of M is still pioneering with the men and women who are building the Canada of tomorrow.

BANK OF MONTREAL

Canada's First Bank

Drummondville Branch: HUBERT BELANGER, Manager

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

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Quite frankly, you're going to find that the actual cost of a

beautiful, expensive-looking Chrysler is far, far lower than you

Low enough, as a matter of fact, to change your mind rather

For among the pleasant surprises the Chrysler has for you are

many built-in conveniences which are classified as "extra equip-

ment" on most other cars. For example, padded instrument panel,

back-up lights and Chrysler's push-button PowerFlite automatic

transmission are just a few of the additional conveniences which

are standard equipment and, of course, cost you nothing extra

Your Chrysler dealer is in an excellent position to put you into

this great car. You'll find it advantageous to see him now.

when you purchase this superb motorcar.

quickly, if you have been thinking of buying any other car.

ever imagined.

(Continued from page 2)

they may impose through loss. In \$1.10. every event, however, its maximum of competing insurers.

textbook example as an illustra- discriminative. tion of the working of the insur- Many kinds of insurance ance principle and rate-setting.

ban developments where there are marine" insurance. It applies to since property the loss of which a thousand home owners, each with ships and their cargoes, covering would be a hardship, the demand a house valued at \$10,000, all equal-ly exposed to fire loss and having sinking, fire, and other "perils of sal People don't usually wait to be the same community and individual the sea" protection, statistical records may Nearly every form of personal or sold fire insurance; they seek it. tell the insurance carrier that one commercial risk that can be put on after the great fire of London in house in a hundred will probably a mathematical basis can now be inbe burned in a year, or ten houses sured against. Within the past fifin the group. This means that \$100,-000 worth of property will be burn-od during the year ed during the year.

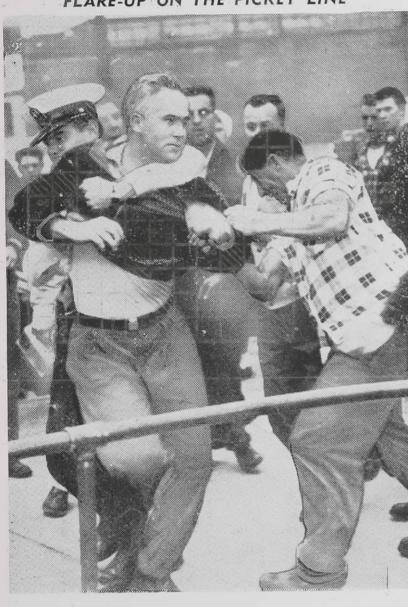
necessary work of collection, ad-power installations, and so forth.

if less than \$1.10 per \$100 insurance death, and liability for damage to Statistics and judgment are the is collected, the fund will be ina- the property of others. important tools of the general in- dequate; if more is collected it What insurance to carry, and the surance carrier. By using them will be unreasonable, and if half amount of insurance and the value skilfully the insurance company the owners are charged \$1.20 while of the premium measured against can approach even a big operation the others pay only \$1.00 the fund other wants and needs: these are with confidence. Take the Insurance will be adequate but the rates are individual matters to be calculated

The oldest type of insurance for Fire insurance In one of our many new suburbusiness and commerce is "ocean Because most of us own at least

If it costs \$10,000 to perform the motor vehicles, operation of atomic many stages of its progress from by natural causes: falling aircraft,

## FLARE-UP ON THE PICKET LINE



-Central Press Canadian Involved in a fracas on the picket line, foreman Howard Jones is forcibly restrained by workmen from entering the strike-bound Harding Carpet Co. at Brantford, Ont. Jones was rescued by police. The strike, which started on Aug. 21, resulted from a dispute over wage increases and a 40-hour week demanded by employees.



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ministration, hadling and distribu- The property owner can be protecttion, and to provide profit compen- ed from financial loss due to accisation, then the total amount to dents to visitors. The business man be collected from the entire group may insure against dishonesty of of insured property owners will be his employees, defalcations of peocontribution to be made by its \$110,000, or from each owner \$110. ple to whom he has extended creclients according to the risk of the Since fire insurance premiums are dit, and losses due to raised or business they offer, so that those usually quoted at so much per \$100 forged cheques. Promoters of outwho insure with it pay equitably of liability assumed, the rate in our door events may insure against loss according to the possible burden supposed case will be approximately due to rain. The automobile insurance policy protects the owner Now, check this against the "ge- against fire, theft, collision damrate must be governed by the rates neral needs" previously mentioned: age, liability for bodily injury or

> against the possible effects of not being insured.

sal. People don't usually wait to be

Organized fire insurance began 1666, and by 1720 there were private covered by fire insurance policies. According to a report of the Superintendent of Insurance, fire insurance claims in Canada totalled \$1,-414,336,399 from 1869 to 1954 inclusive. In 1955, fire insurance claims were in excess of \$77,750,000. The total value of property at risk under fire insurance in a year is about

\$45,500,000,000. The first step toward setting up a fire insurance programme, commercial or on a home, is to appraise the value of your property. A home inventory should list all goods furniture, household equipment, clothing, books, musical instruments, tools, and all other personal property of those living in your

A good inventory is of more uses than one. It expedites insurance settlement. It serves as a check on articles you might not remember afcase you wish to sell them.

The simplest listing is sufficient: article, date of purchase, price paid. If you wish to do so, you may detail the goods room-by-room. A copy, brought up to date periodically, should be kept in a safe place, such as a safety deposit box, with other valuable papers like insurance policies.

years has shown that many houseed when the policies were first A typical policy on a modern se- damages given in serious accidents

compared with an annual rate. The ductible), and miscellaneous dam- ages assessed upon the insured beamount named in the policy is the age. maximum the carrier can be called The cost varies according to the Theft, burglary, etc.

ount named in the policy. Casualty insurance

gland, where the first "casualty" mation is known from complete stacompany was formed in 1849. Its tistical records of these areas which for you belongings only in your way Passengers Assurance Compa- law. danger of travelling by steam-en- Canada.

Accident and sickness insurance Cross, Blue Shield, and other such all who own property or are resand general insurance companies. plans, paid \$87,313,735 to policy-ponsible for it, must meet the haz-Learning about insurance holders in 1955 in recompense for their expenses or loss of wages due to accident or sickness.

bolistic to re, must like the haz and of claims for damages. It is a well-established principle in British law that a person is held liable to recompense for their expenses or loss of wages due to accident or sickness.

What has been written here is merely indicative of what is offered in the way of general insurance

surance against theft, fire and colli- also liable for similar hurt caused sistance in determining the type of in addition to the self-protective insion damage. In fact, under some circumstances some provinces require proof of insurance before an owner may regain his license to operate his car after he has been involved in an accident.

The view of some people is that automobile insurance should be made compulsory by law, so as to protect the innocent against the carelessness or worse of people who are financially incapable of making good the damage they cause.

Automobile claims frequently run into large sums. Many people think of "damage" as being the scratches or breakages caused by collision with another car, but it can be much more. If your driving is responsible for the overturning of a truck laden with expensive goods that are destroyed, the resulting le-



About 60 per cent, of our chiling to eating consistency. Meandren carry lunches to school. It is comforting to assume that the lunch box deliciously, safely contents will be eaten to the last | cool. bite. But often this is not the

A few gentle questions to the child, or a talk with the teacher, will often reveal the answer. If this fails, pack a duplicate lunch for a week and try eating it yourself at home.

Monotonous Foods

You may find it unattractive looking, dried up or monotonous if the same foods are used day after day. The lunch box may be "smelly" and unappetizing; the much of a chore.

ahead and necessary food sup- around the edges. plies bought with the weekly order of groceries.

For each luncheon provide one tbsp. melted butter. or two de-crusted and quartered done, 12 min. Carve in thin slices. high - protein - filled sandwiches, wrapped in waxed paper or sandwich bags; a vegetable or munch, such as celery, carrot or cucumber sticks: a tomato cut in wedges or crisp lettuce. Add a hot soup (or cold milk if not on sale at school) in a vacuum container, a cupcake or cookies or ginger- unmold. bread and fruit.

In Paper Container

Fruit may consist of a paper a whipped topping if you like. container of frozen peaches, fruit cocktail or a frozen baked apple, which will thaw during the morn- for 4 with 1/4 tsp. powdered basil.

Tomorrow's Dinner

Cream of Tomato Soup Steak Latin-American Tea Biscuits Swiss Chard Corn-on-the-Cob Tossed Lettuce-Cucumber Salad Green Grape-Gel

Hot or Cold Coffee or Tea or Milk All Measurements Are Level Recipes Proportioned to Serve

Steak Latin-American: Order 2 crusts of bread too hard to chew; lbs. sirloin or round steak cut 1 peeling an orange may be too in. thick. If using round steak, tenderize with a good preparation. Appetizing lunch-box meals Rub the steak all over with ½ can't be made up from scraps. tsp. onion salt and 1½ tsp. Rub the steak all over with 1/2 They should be planned a week seasoned salt. Slash the fat

Broil 3 in. from the heat. Turn once with tongs; baste with 2 For rare, broil 10 min.; well-

Green-Grape Gel: Wash 1/2 lb. seedless green grapes; divide in 6 custard cups. Make up 1 pkg. lemon Vitamin C gelatin. Refrigerate 1/2 hr.

Stir into the grapes. Refrigerate 3 hrs. or until firm enough to Serve with a sauce of sweetened, slightly crushed berries or use sugared sliced peaches. Add

Trick of the Chef Season cream of tomato soup

gal judgment might embarras you. by his employees or members of his school" is no longer accurate. In-If your car were to skid when driv- family. ing in to a service station, strike a This is a state of affairs that day mornings in any residential

ter the occurrence of a fire. If no falling prey to the flames. The against you. He may be a guest, a fire occurs, your inventory will be damage for which your car could customer, a meter reader, a delivery useful in checking the service giv- be held responsible might exceed man, or a messenger. The claim en you by a piece of equipment, your ability to pay, even allowing may be big or small, resulting from and in appraising your goods in for stinted living over many years. a big or little fault. If you don't

damage your car may cause to per- of your children runs into another sons or property is the most im- with his bicycle, you may be held portant. Damage to your car itself financially responsible. If a tool is limited to its value, but the cost breaks away from you or flies out The increase in dollar cost of of claims to which you may be sub- of your hand; if the tree you are buildings and contents should not pect unlimited to accidents is altrimming strikes a passer-by; if an ount of insurance needed. The hisnot only your car but other pro- against you in a suit for damages. tory of losses during the past ten perty you own, and your earnings Even small demands may be might be attached.

written are not today carrying suf- dan would afford protection against can be enormous. The obligations ficient isurance to offset the in- liability for bodily injury or death assumed by the liability insurance up to \$5,000 for one person and \$10,- company usually include the fur-Fore insurance policies on dwell- 000 in one accident; \$1,000 liability nishing to the insured of certain ings are usually written for three for damage to the property of services, the payment of certain years, at a slight reduction in cost others; fire, theft, collision (\$100 de- costs, and the payment for dam-

upon to pay. When a loss occurs the classification of the owner, the use There are many types of theft, company pays the actual cash or to which the car is put, the value burglary, robbery, larceny and market value of the property dest- of the vehicle, and the area in mysterious disappearance insuranroyed, subject to the maximum am- which the car is mostly operated. ce, covering property at home or It can range from \$70 to \$325 in abroad. An increasing number of Montreal, while in rural Manitoba "personal property floater" policies the identical protection would call is being sold. Casualty insurance is a recent de- for a price spread of from \$24 to The first requirement for an invelopment as compared with ma- \$119. The difference in cost in vari- telligent theft insurance programme rine and fire insurance. It started ous areas is determined by the acwith the growth of railways in En- tual losses incurred, and this infor- age required. Then you must de-

, providing accident insurance | Claims under automobile insuranto those exposing themselves to the ce in 1955 totalled \$99,229,507 in all and equipment; musical instru-

Legal liability

ze the need to provide insurance and omissions if through failure to how an individual should go about against the injuries and damage exercise reasonable care another estimating his insurance needs. It

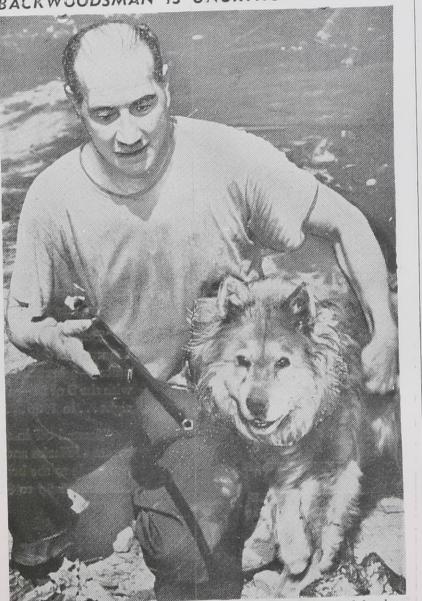
pump and set fire to the escaping should be closely attended to by gasoline, it does not require much home owners and business people. imagination to picture the station Any person who is injured on your licsome as puppies, making their and cars and adjoining property premises is free to bring action These are the sorts of thing that clear the snow off your house steps, justify insurance: the crippling, dis- and somebody slips and falls, you astrous accidents that occur every may get a claim for injuries. If your dog or cat causes injury, you Obviously, the insurance against may have to pay the bill. If one

troublesome and expensive, while

cide whether you need insurance name indicates its field: "The Rail- must be maintained according to home, or, if you travel, in hotels and on vehicles. Certain goods, such as expensive cameras, projectors ments; jewellery, watches, furs, and so on, may be specially covered un-Not only automobile owners, but der policies issued by casualty, fire

for the consequences of his acts coverage; it is only a hint as to that may be caused by their cars, person suffers accident or damage is the function of the insurance to his person or property. He is agent or broker to give skilled as-

# BACKWOODSMAN IS UNORTHODOX HEALER



Ex-mountie, engineer, former pro hockey player and lumberman, Roy Tyler is Ontario's most spectacular manipulative healer. Hundreds of persons have visited his shack near Owen Sound, where they may be greeted with a curse, tossed bodily from his property or insulted in various forms. But of the hundreds who have come to him, dozens claim he has performed miracles in curing rheumatism, sprains and other ailments. His methods are not orthodox but they often produce results. He is credited with correcting the deformation of a child when he tossed him into the air and gave a sharp twist when he caught him. A well-almed kick at a cripple corrected a spinal ailment of a dozen years. And in one treatment he is said to have cured a boy of what was

lues the individual requires.

peting companies in the fire and casualty insurance business in Canada, registered with the Federal Government, and several hundred

in promoting health measures and and the inspection of factory, home, admirably in their effort to pre- ed necessary adjuncts to the or- ed. (The Printed Word). vent by inspection service every dinary curriculum. boiler explosion that could possibly be prevented.

panies, by community organizations, eyes of his children?) may deploby public and high schools, and by re and view with alarm the monewspaper and magazine editors, dern trends in education. Too much unhappy tendency of human beings emphasis, they may think, is becan do much in two areas of the to get into disastrous trouble. We ing placed on amusements and pumay learn to prevent what we can rely cultural activities, to the deprevent by thoughtfulness and careinsurance, so as to protect oursel- the three R's. School training seems fulness, and we may learn about ves against the perils that are beyond our control.

contract and the estimates of va- way to their studies with far more to be education for leisure rather alacrity than is shown by their than for earning a living. Still, the There are more than 300 com- elders in proceeding towards their facilities for basic education on the

It is unlikely that modern child- may be concealed under modern incorporated in the provinces. All ren are less resistant to the pro- dress. Making schools social cen. of them operate subject to govern- cesses of formal education than tres instead of homes of boredom ment supervision, and all are required to maintain reserves calculated to be sufficient to protect judges by the average product of their policy-holders. The fire and Canadian public and high schools, tes to lose their fear of instruction casualty business has more than they may seem to be more success- And who can say that education ves with the Federal Government. ful in avoiding an overload of such for leisure is not more important The prevention of loss is closely dull subjects as spelling, grammar than spelling, grammar and arithassociated with insurance. The life and arithmetic. On the other hand, metic? With the continuing trend insurance companies are energetic the acerage schoolboy has more memovements. Fire insurance compa- chanical aptitude than his fater nies co-operate with fire depart- and is likely to have a better phy. hours of work, hours of leisure may emnts and safety associations in sique. If he has any musical ta- be the most important part of life urging the removal of fire hazards lent, it is more likely to be deve- by the time the schoolchildren of school and public hall fire protec- loped in a modern school than it today start to look for jobs to suption. Many communities enforce would have been in the schools of building laws that tend to prevent twenty or thirty years ago. Choirs, surance companies have succeeded bands, orchestras are now consider-

Old-fashioned parents (and what Education by the insurance com- parent is not old-fashioned, in the

old moder do exist, however they has at least esncouraged the inmatowards constantly decreasing port them in the style of living to which they have become accustom.

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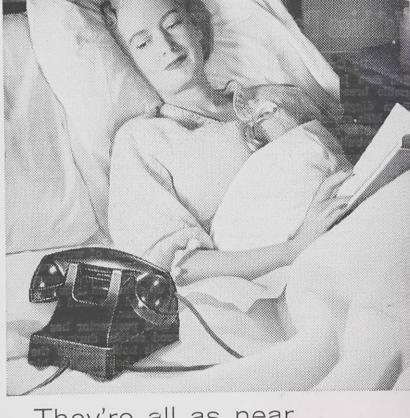
# **Snails Outmoded**

The picture of the schoolboy 'creeping like snail unwillingly to stead, one may observe on weekdistrict packs of youngsters, fro-

# PERFECT ARE EASY WITH

UNIFORM STRENGTH





## They're all as near as your telephone

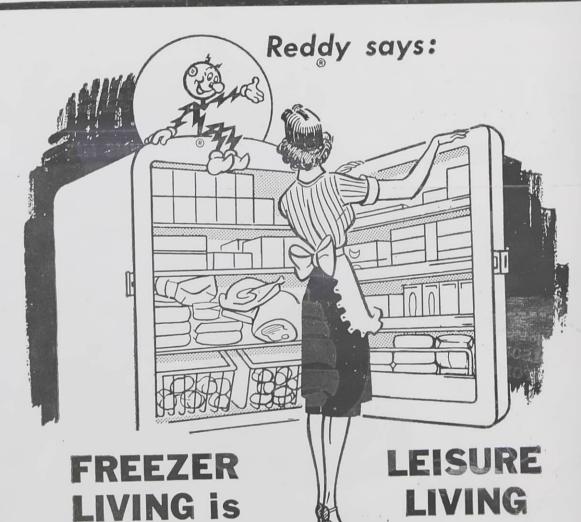
IT'S NICE TO KNOW — especially when only to pick up the telephone to summon the police or fire department - call the doctor-ask neighbors or friends for help.

The speed and dependability of the telephone and of the operators behind it not only mean prompt help in emergencies large and small, but a comforting sense of security through all the hours of day and night. In time of need, no dollars can measure the

value of your telephone.



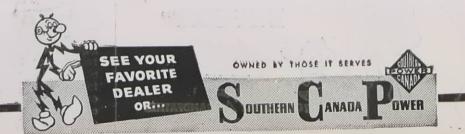
THE BELL TELEPHONE COMPANY OF CANADA



And Reddy is SO RIGHT! Freezer Living IS Leisure Living . . . because today's Electric Freezer offers you many hours of extra time! It cuts down on the number of trips you must make to market, since you can buy in quantity and store. It tempts you to prepare more than your immediate needs of a particular recipe, since storage is so easy and safe. It assures you of wonderful meal variety, since leftovers can be saved until they are new again.

See the new Electric Freezers today! Learn how easy it is to really live leisurely!

LIVE BETTER . . . ELECTRICALLY



# BRADING'S WINNERS in BRADING'S BOTTLE CAP BONUS CONTEST

for Contest ending August 25, 1956. 7. Hermas Paquin, 4 Raimbault St., Nicolet, P.Q. 1. Feriol Paulin, Beauceville East, P.Q. \$350.00 Educational

8. Rene Manucci, 1264 Panet St., Montreal, P.Q. \$15.00 1956 Ford Sedan L. P. Corriveau, 14a St. Cyrille, Lauzon, P.Q. \$150.00 Romeo Larouche, 723 Roy St., La Tuque, P.Q. \$15.00 Robert Barrington, 7460 De Lanaudiere St., Apt. 21, Montreal 35, P.Q. H. Richardson, 1108 Brown Blvd., Verdun, P.Q. \$15.00

\$15.00

WINNERS

10. Mrs. Stella Martin, 5795 De Gaspe Ave., Montreal, P.Q. \$15.00 11. Gilles Girard, Waterloo, Co. Shefford, P.Q.

Feriol Paulin, Beauceville East, P.Q. \$300.00 2. J. A. Allaire,

247 St. Joseph St., Lauzon, P.Q. \$50.00 Chas. Cousineau, Marché Chambord, 1301 Everett St., Montreal, P.Q.

Currie's Grocery, 5773 Bannantyne Ave., Verdun, P.Q. \$20.00 Norvic Meat Market, 30 Oxford, St. Laurent, P.Q. \$20,00

Philippe Allard, La Tuque, P.Q. \$20.00 Montreal, P.Q. \$20.00 Epicerie Lussier Waterloo, P.Q. \$20,00

12. Romeo Forest, 4650 Berri St., Montreal, P.Q. \$20.00

8. Marché St. Pierre, 1277 Panet St., Montreal, P.Q. \$20.00

CONTEST ENDING SEPTEMBER 8, 1956.

Contest forms at your nearest tavern, hotel or licenced grocer. \*\*\*\*\*\*\*\*\*\*\*\*\*

Ken MacAllister, 11667 O'Brien Blvd., Montreal 9, P.Q. Dolor Parent, 3014 Masson St., Rosemount, P.Q. \$20.00 12. Rita Stelmach Anatole Houle, 6664 De Montmagny, 565 de Bienville St. Montreal, P.Q. \$15.00 Wille Emard, Montreal, P.Q. \$15.00 ENTER THE NEW BRADING'S BOTTLE CAP BONUS CONTEST