

# 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 participate in the business.

Travelerland 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 farming experience with the most modern scientific developments to operate a thriving dairy business. The Bradleys are grass-land 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 Travelerland 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 within an economic radius.

Travelerland 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 farmers.

Although their new venture was a large one, the Bradley family organized themselves to handle it. Supervision of production activities on the farm fell to Ernie Bradley and his wife took charge in the house. Keith assumed management of the new processing plant. For this he was qualified by a degree in agriculture from Macdonald College and a certificate from the Dairy School in St. Hyacinthe. His wife, Joan, a graduate in languages from McGill University, took over the maintenance of the farm records 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 receiving and testing rooms, a large room where the complete process is carried out and a cold room.

In the handling of milk, temperature control is of the utmost importance. At all times government regulations must be strictly followed and the design of Travelerland Dairy was planned to follow these regulations. The cooler is a well-insulated room with a steel door. The temperature is regulated by a compressor operated by a 34 horsepower motor and the refrigerator used is "Green" fluorinated hydrocarbon.

Milk from the Travelerland herd is handled with extreme care and cleanliness from the time it leaves the cow until it reaches the bottle. The cows are milked by machine 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.

The milk leaves the pasteurizer at a temperature of 145 degrees. It is then "pre-cooled" to 140 degrees by spring water piped from a reservoir on the farm and enters the plate cooler. Here at the rate of 16 bottles per minute the temperature is reduced to 40 degrees. Refrigerated water for this cooling process is provided by a second "Freon" compressor.

From the plate cooler the milk passes through stainless steel tubing to the bottling machine. The full bottles are packed in cases and stored in the cooler until delivered to Travelerland customers. Pasteurized milk makes up the bulk of sales, but the Bradleys also produce their own homogenized milk and cream. Milk purchased from neighboring farmers is processed in the same manner as milk from their own cows. It arrives at the dairy in trucks and must be at a temperature of less than 50 degrees. Forty degrees is preferable. A sample is taken from each can for test purposes before the milk goes to the pasteurizer. Keith makes periodic checks of the basins and coolers on the farms from which he buys his milk to make sure that health regulations are closely followed.

# The DRUMMONDVILLE

# Spokesman

Journal Dedicated To Free Speech

DRUMMONDVILLE, FRIDAY, SEPTEMBER 7th, 1956

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## Golden Jubilee of B. of M. in Drummondville

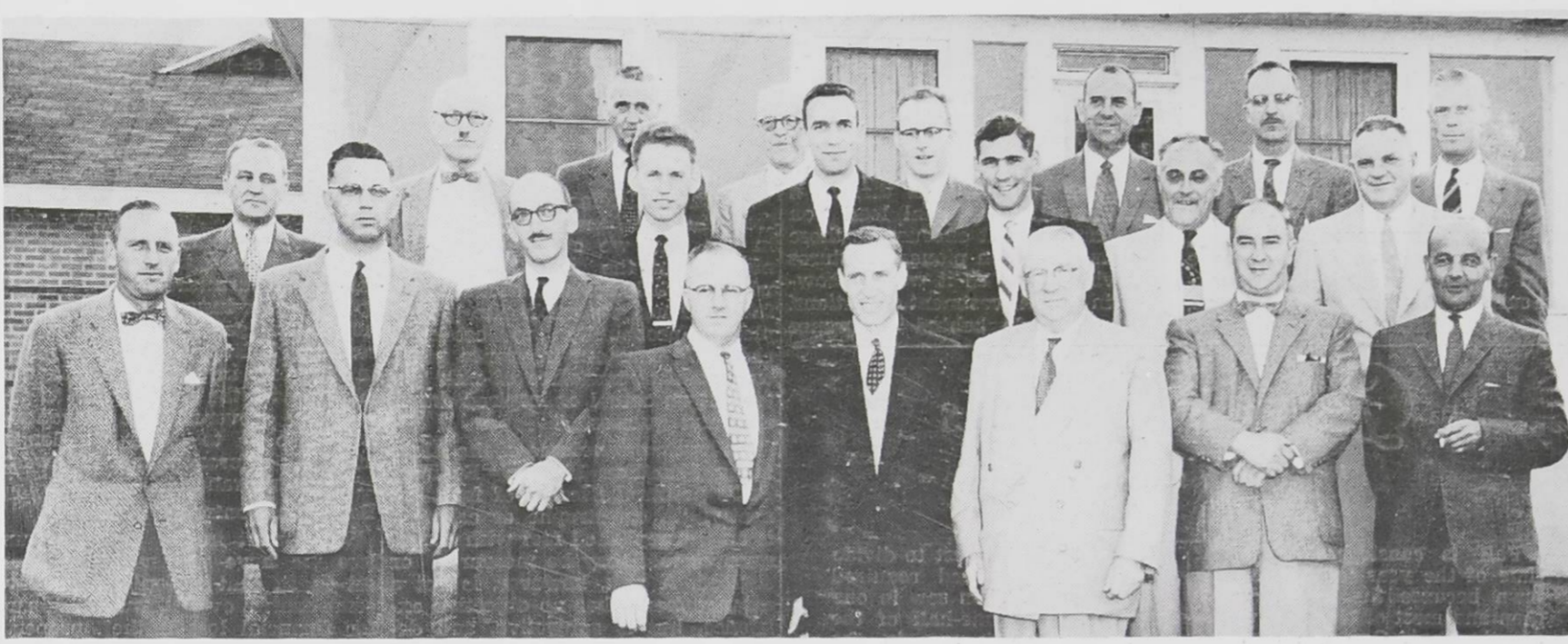


Photo taken at the Drummondville Golf and Curling Club last Wednesday at a reception given in the honor of four officials of the Federal Industry and Commerce Department: Mr. P. R. Eastham, assigned at Port d'Espagne, Trinidad; J. D. Blackwood, of Karachi, Pakistan; J. Nelson, of New-Delhi, India; W.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

### Menzies Mission is a Failure

Cairo, Sept. 6 — The Menzies Mission for peaceful settlement of the Suez Canal dispute has failed, a source close to the Egyptian Government said tonight.

The source contended that the only hope for prevention of British-French use of force now is United States intervention.

The source said the five-power delegation today had reported back to British Foreign Minister Selwyn Lloyd that they had failed to reach agreement with President Nasser. He said the two viewpoints had "run in parallel channels with no possibility of being reconciled."

The source pessimistically noted that the mission, headed by British Prime Minister Robert G. Menzies, lacked sufficient power to compromise beyond the terms of the compromise proposal framed by U. S. State Secretary Dulles. When it was suggested the mission might seek broader powers to negotiate, the source noted that it was reporting to Lloyd as chairman of the 22-nation London conference which no longer is in session.

"Would Lloyd be willing to compromise? Of course not," the source said. British and French forces are poised on the Isle of Cyprus, 250 miles from the Suez Canal's northern end at Port Said.

There is a remote possibility the mission may produce a compromise formula, but as of tonight no such solution is in sight, this source added.

**Western Proposal Unacceptable**  
Despite consistent reports of a cordial atmosphere between the Egyptians and the members of the mission, it was becoming increas-

ingly clear that the Western proposal, endorsed by 18 of the 22 participants in the London conference, remained unacceptable to Nasser. The core of the crisis — Egyptian insistence on full, unfettered control of the canal, against the West's determination that the waterway must be supervised on a broader international basis — still was virtually untouched in the talks.

The Egyptian informant predicted Britain and France would call their Suez Canal ship pilots out of the zone. He said departure of the British and French pilots would be calculated to produce a halt in Suez Canal shipping which would be used as an excuse for British-French military action against Egypt.

The Egyptian informant said the great hope for avoiding the use of force was intervention by the United States in the strongest way. There were unconfirmed reports that Loy Henderson, the U. S. member of the Menzies mission, was seeing Nasser at a dinner the Egyptian President was giving for U. S. Ambassador Henry Byroade, who is leaving Egypt soon.

The informant said that in addition, top men in the Nasser regime, including Foreign Minister Mahmoud Fawzi and Nasser's chief political adviser, Ali Sabry, would attend that dinner. The Egyptians were holding to a hope that Henderson might propose some kind of formula to salvage the situation.

Asian and African members of the London conference also were reported trying to bridge the position between Nasser and the British and French. Iran, Pakistan and Ethiopia had formally supported the Dulles plan at London but now appeared eager for compromise. The Egyptians indicate these efforts are "too little and too late". An Egyptian source commented gloomingly: "If the British fleet and the air force attack us, it won't matter much if Ethiopia is on our side."

Even though a sudden wave of pessimism struck the Egyptians, sources close to the mission held out hopes something might yet be done to keep alive the hope for peaceful settlement. They said much good could come out of direct and informal contacts, even though no regular meeting with Nasser was expected before Saturday.

Although British spokesmen expected Menzies to lead the mission back from Cairo next Monday, in Washington Dulles was reported believing that the consultations would go on through by failure to reach quick agreement. There was some speculation in Washington that Nasser's sticking point was his insistence on a bigger Suez Canal conference, made up of all countries that use the canal and those that signed the 1888 Constantinople Treaty on its use. He boycotted the London conference because he said it was not representative of the 45 or so countries he thought should be included.

Washington sources also reported that Menzies might fly to London this weekend to report, leaving the rest of the mission in Cairo ready to resume negotiations — if they are resumed.

**Exports Bibles**  
Godless Russia is now exporting Bibles to the U.S. So reports the NY Times. Bibles are in Russian, printed in excellent type on good quality paper by Moscow Patriarchy of Russian Orthodox Church, but are distributed abroad by Soviet State Book Monopoly, which rakes in handsome profit in US dollars and other "hard currency", which may then be used by Kremlin to purchase strategic war material abroad.

Sale of Russian-language Bibles is said to be brisk among US adherents of Russian Orthodox Church, most of whom are innocent of economic and propaganda motives behind this strange export from citadel of world communism. Convincing evidence that export of Russian-language Bibles doesn't mark end of religious persecution in Soviet Union is found in all Russian-language youth publications.

### Deer Hunting Opens Sept. 25

Quebec — The official summary of 1956 Hunting Laws, issued by 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 Reserve, Rimouski County, from Sept. 10 to Sept. 24 and deer hunting on the Island of Anticosti is permitted from August 15 to February 1st following.

Zone regulations are as follows: Male, female and young deer protected the year round in the counties of Vaudeuil-Soulanges and Zole E, except Anticosti Island; Male deer only may be taken in Zones A and B, less the counties of Lotbiniere, Levis, Bellechasse, Montmagny and L'Islet. Hunting seasons in Zones A and B are from November 1st to November 30th; Zone C, male, female and young, Sept. 25 to Nov. 24; Zone D Oct. 1 to Nov. 30; Male, female and young; Counties of Lotbiniere, Levis, Bellechasse, Montmagny and L'Islet, male, female and young, Oct. 15 to Nov. 30.

A hunter is allowed to kill only one deer in any one season and it is forbidden to transport moose, deer or parts thereof without a transport permit obtainable from a game warden. In Zones A and B the deer hunter must also produce the antlers of his deer before the transport permit will be issued.

The hunting zones are shown, and names and addresses of wardens who issue transport permits are listed in the Summary of Game Laws which every hunter is requested to get when buying his license.

The moose hunting season is set from October 1st to October 10th with hunting forbidden in parks and preserves and in Zones A and B and the County of Argenteuil.

There is no closed season of bears except on leased hunting territories where the open season is from August 21st to June 30. Hunting license fees are as follows: All game, including bear, except moose, deer and furbearing animals (this covers birds), residents, \$2.10; Non-resident, \$15.50; Moose only, resident, \$10.50; Non-resident, \$101.00; Deer only, resident, \$3.25; Non-resident, \$25.50.

The department also calls attention to the fact that it is unlawful to kill more than one deer or one moose in any season, except when otherwise specified. It is also unlawful for any resident or non-resident to hunt without a license; for any person aged less than 16 years to hunt unless holding a hunting permit and accompanied by another responsible person, at least 21 years of age, holder of a hunting permit. This regulation does not apply to trappers traps and snares. It is also unlawful for any person to hunt on any leased territory without the permission of the lessee.

**Exercise For Grnd. Observers**  
Three Rivers, Que. — A large-scale exercise of the RCAF Ground Observer Corps in the Province of Quebec will be held Sunday, September 9, it was announced here today by No. 6 XObC Unit, provincial headquarters of the organization. More than 5,000 civilian volunteers will take part in the one-day exercise.

Twelve hundred observation posts ranging as far north as Baffin Island will report on all flying both military and civilian. Aircraft from RCAF bases at S. Hubert, Ottawa, Bagotville and Ghatam, N.B., will provide more than 200 flights. Interception action by the air defence system will lend realism to the exercise.

Purpose of the operation, named "Cerf-Volant", is to provide practical training in the spotting, identifying, reporting and plotting of aircraft by the civilian members of the Corps. "Field training is normally synthetic exercises", said Flt. Lt. M. J. Desjardins commanding of-

ficer of No. 6 GOBC Unit, "Cerf-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. to 9 p.m. They will transmit flash reports over an estimated quarter million miles of telephone, private company and government wires. Amateur, commercial and military radio links will also be used.

In the urban centres of Rimouski, Three Rivers and St. Jerome, housewives, students and professional people will man the filter centres. Reports will be plotted on the operational boards and the movements of aircraft kept under surveillance. The information will be relayed to the air defence net to set the ground-air team in motion.

The Ground Observer Corps was first organized in Quebec in 1951 and has expanded to include sparsely populated areas such as the vast forest lands. More than 400 forestry towers are observation posts and their occupants members of the Corps. Members come from all walks of life and vary in age from their late teens to the seventies. Whole families, particularly in the rural areas belong to the Corps. Their services are voluntary.

The Quebec organization has taken part in previous largescale joint Canadian-U.S. air defence exercises. "Cerf-Volant" is the largest scale purely Ground Observer Corps exercise in the province.

### Pierre Radisson's Big Adventures

Jacques Godin, a Montreal actor who appeared at the Startfest Festival, will play the role of the famed explorer Pierre Radisson in the CBC's new television series for children, The Adventures of Pierre Radisson, which is being filmed in and around Montreal and is expected to start the second week in October. The CBC television network, in partnership with the Festival Players, but forsook the opportunity to accept the lead in the Radisson series.

Rene Caron, 30, is a versatile theatrical and radio personality. With such other means of communication as the telephone and radio, it has ended the isolation of the farmer and enabled his whole family to participate in an enlarged social life. To the farmer, the advent of the automobile meant he could move from poor — but convenient — to railway transportation — land to distant but more fertile areas. Even living 50 miles from centres of population he still had access to city markets for his produce. He could shop in city stores, attend city churches and spend an evening at the movies. Even visits to the doctor or dentist could be arranged quickly. Veterinarians and repair men were within easy call.

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 about accidentally. In his book, The Big Change, Frederick Allen explains the rapid growth of the automobile industry by saying that "manufacturers learned to build cars that were not hideously expensive, that did not rattle their passengers, that could be painted with a fast-drying but durable paint."

The fast-drying paint which broke the bottleneck in the paint shops and made mass production of cars possible was one of the major contributions made by chemists to the modern automobile. In the early days no matter how fast cars were rolled off the assembly line, production always came to a virtual standstill while old-style paints were drying. It took at least a week to paint the most modest car, and a month or more to finish expensive models. No less than 22 separate coats of primers, surfacers, glaze, color and varnish were applied.

Then in 1923 a fast-drying lacquer called "Duco" was introduced

quently served with the St. Roch, St. John's Gate and Levis offices, returning to St. John's Gate as accountant in 1936. He served in a similar capacity at St. Sauveur and St. Roch, becoming assistant manager of the latter office in 1947. Mr. Belanger was made manager of the Megantic branch in 1951, where he served until his appointment here last year.

**PIONEER BANKING**  
The forward-looking spirit of the local B of M office stems from the earliest traditions of the parent bank which was founded in 1817. Within a fortnight of its establishment, Canada's first bank opened an agency in Quebec city, thus introducing Canada's branch-banking system. This flexible and trust-worthy type of organization has long since proven a mainstay of the nation's relative stability in economic affairs. In its first year, the bank also issued Canada's earliest native currency, thus helping the farmers and the merchants of Quebec and Montreal who were severely hampered by the several, constantly fluctuating foreign currencies then in circulation. The same years the bank became the colonial government's domestic banker, which added to the people's confidence in it.

With the opening up of the province and the whole of Canada, Bank of Montreal branches have been opened in many frontier settlements.

### The Branch Was Established in 1906. — Hubert Belanger, the manager since April 1955.

The oldest banking office in Drummondville — a branch of the Bank of Montreal — will mark the 50th anniversary of its establishment here, next Monday. When it opened here as a branch of the B of M, on September 10, 1906, Drummondville was nothing more than a collection of small shops and factories, and the population was barely 3,000. In 1915, however, two years after the B of M opened its present structure, the construction of a power plant on the St. Francis River attracted several new industries and paved the way for today's twelve-fold increase in population.

In marking its 50th anniversary the Bank of Montreal can look back upon all but seven of those years having been spent at the same locale, its landmark office at 221 Heriot street. The bank first opened in what is today the Post Office building at the corner of Grouard and Heriot streets. In March, 1908, a move was made to the Pelletier Building, which today houses the Continental 5c to \$1 store. Four years later, construction began on the B of M's own building, and in 1913, the branch commenced operating there. The office, redecorated and altered on several occasions, is still housed in this building.

**NINE MANAGERS**  
Thomas T. Lawlor was the first of nine managers who have served the local office in its 50-year history. Mr. Lawlor played an important role in stabilizing the young branch, and remained here until 1919, when he was succeeded by O'Leary Mercure. Others who followed included J. O. R. Marchand and Alcide Spenard. H. P. G. Babin and Leon Cote each spent more than a decade here. J. E. Jacques was in charge for two years, being succeeded in 1951 by Georges Fleury, who is now manager of the St. Jerome main office. The present manager, Hubert Belanger, came to Drummondville in April of last year.

A native of Ste. Anne de Beaupre, Mr. Belanger began his career in Quebec City in 1924. He subse-

### Chemistry Helps A lot of Farmers

Now, after years of research, the chemical industry has just come up with two new finishes (called "Lutcite" acrylic lacquer and "Dulux 100") which are said to provide better color retention, metal protection and ease of maintenance. The new finishes already are being used on several makes of 1956 cars and are being tested by practically every other automobile manufacturer.

**Military Display At Drummondville**  
Montreal. — Regular Army troops will give an unprecedented demonstration at Parking Lot near St. Frederick's Church on September 18, 1956 at 8:00 P.M.

A platoon consisting of 32 men and an additional group of weapons experts from the 3rd Battalion of Canadian Guards of Camp Valise, Quebec, will execute the program which will include a ceremonial retreat and demonstrations of some of the infantry's most modern weapons.

The 45 men strong Regular Army Band of the Canadian Guards will come from Camp Petawawa, Ont., to play a whole hour program of military marches and popular musical selections.

There will also be an exhibition of photographs, weapons, radio sets, and various other military objects of interest.

The local civic and religious dignitaries will honor the soldiers with 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-out to see our well-trained Regular Army soldiers performing.

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 Defence Photo)



The above photo shows the Drummondville Air Cadets resuming their activities at the local Armory. The ranks have been increased by about twenty new candidates. Youngsters interested can apply every Tuesday evening at the Hall to Mr. Ben Messier.



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Lake Ontario Marathon Swim Committee

The Lake Ontario Marathon Swim was held to promote swimming in Canada and to encourage the young athletes of this country to further good sportsmanship.

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 the swim by Brading Breweries Ltd.

The committee decided that \$10,000 should be split among the swimmers, that \$10,000 should go to assist Canada's teams in the Olympics and that \$7,000 should go to aid amateur swimming in Canada.

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 swimming is so important", Mr. Fuerth said.

Toronto's Mayor Nathan Phillips presented the cheques to the swimmers at a ceremony in the Toronto Men's Press Club.

Mr. Phillips presented Hamilton-born Tom Park with a cheque for \$3,000. Park was the last swimmer to leave the water. A pretty Scarborough school teacher, Mauriel Ferguson, 19, received second prize of \$2,000 and Robert Cossetto of Quebec took third prize honors of \$1,500.

Then a cheque for \$10,000 was presented to James Worrall of Canada's Olympic committee on behalf of the swim committee. Mr. Worrall said the gift was a tremendous step in making the Canadian entries in this year's games "the best we have to offer".

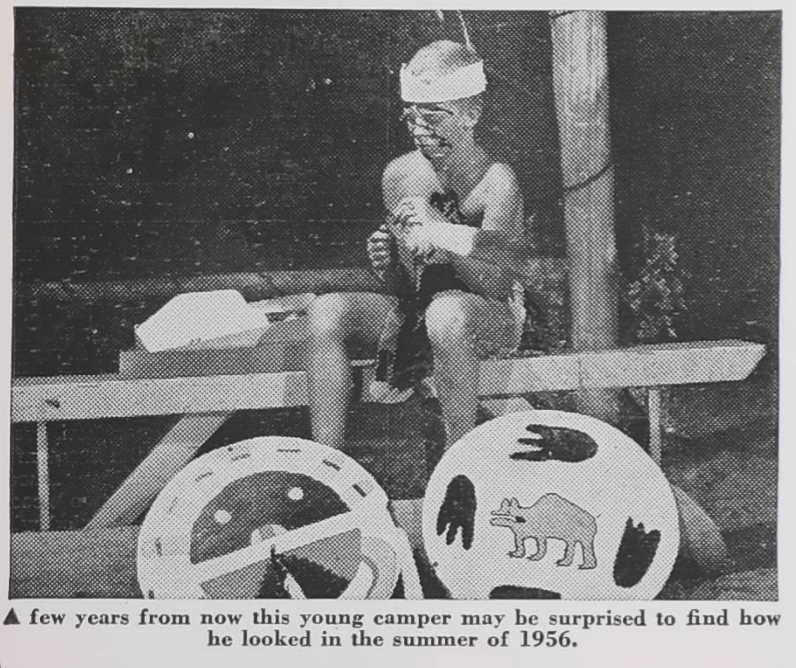
During his address Mr. Fuerth said that the general feeling was that the swim was a definite athletic success.

Several 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 the swim by Brading Breweries Ltd.

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the Snapshot Guild

The Protection Of General Insurance



It's the wise parent that makes sure Junior is equipped with a simple camera along with all the gear required by the camp management when he takes off for a stint of outdoor living.

Everyone who owns property is under the risk of losing it by fire, theft, storm or other natural calamities.

A word of caution about care of film and camera may be required, especially if the youngster has not done much picture taking.



Adding a western flavor to the seventh Canadian Hi-Y conference at YMCA headquarters at Lake Couchiching, Ont., with their cowboy hats are delegates from St. Catharines, Ontario.



Grandpa said I could go down and meet grandpa at the bus stop!

Garden-Graphs

It will be found best to divide the quantity of seed required into two parts. Then sow in one direction, using one-half of the seed.

The cost of insurance sometimes deludes those who have not grasped the insurance principle. The insurance company is a formal organization.

Loans To \$1500 Or More... \$1250?

Just one example - lower amounts from \$100 up. MONTHLY PAYMENTS: \$137.30, \$95.55, \$63.60

NIAGARA LOANS. 217 HERIOT ST., DRUMMONDVILLE, QUEBEC.

The insurance carrier must build up a fund from which losses are paid. The insurance carrier must build up a fund from which losses are paid.

Hobbies Pan Out

Bell men in Sherbrooke are a versatile breed. From digging for gold in the rolling hills surrounding their city.

'Finest International Detective Service'

When American Express was formed 100 years ago, the company's only service was carrying goods and valuables between Albany and Buffalo, N. Y.

They, too, brought to justice because of the notable character of the 1956 opening in Vancouver.

2,000 Working Now For I. A. C.

Orilla — Instalment financing has been one of the major advances in the mass production and mass consumption which has created Canada's present high standard of living.

FIVE-MILE PARADE OPENS PACIFIC NATIONAL EXHIBITION

Largest and best parade in the Pacific Northwest in history preceded the 1956 opening in Vancouver.

Operating the set is simple, says Wally. He sends out a "CQ" or universal call which means "literally seek you".

CLASSIFIED ADVERTISING

SCHOOL AND FUEL EXPENSES — Meet this extra cost by selling line of products. Write for details and free catalogue.

Advertisement for 'Ride Your Bike A Bit More Safely' with a list of 'LAST WEEK ANSWER' and a grid for the answers.

including the price tag

Advertisement for Chrysler cars, featuring a 4-door sedan and a Newport, with text about financing and value.

YOUNG MEN

SGT DICK of the Canadian Army will be at the Drill Hall, 250 St. Louis St.

Molson's Export Whisky advertisement featuring a man in a hat and the text 'Make Mine Molson's Export'.

WINS HIS SPURS

—Central Press Canada When Argo faces the powerful Montreal Alouettes in their first game since his return from Scullers young Canadian quarterback Gerry Doucette, 22, emerged as the individual hero of the hard-fought contest.

Kindergarden

Opening September 17, 1956. Children born 1951 accepted.

Mrs. D. Carr

For information call Mrs. D. Carr. Tel. GR 2-4701

Advertisement for 'GO BY BUS for Economy' with a bus illustration.

for example:

DRUMMONDVILLE to VICTORIAVILLE. Only \$1.95 One-Way. \$1.90 Return. 4 trips daily.

PROVINCIAL TRANSPORT COMPANY

DRUMMONDVILLE BUS TERMINAL. Tel. GR 2-3377

Large advertisement for 'Bank of Montreal' featuring a portrait of a man and text about the bank's history and services.

DESMARAIS AUTOMOBILE LIMITED. BERNARD BOULEVARD DRUMMONDVILLE TEL 2-5471

THE ALL QUEBEC YOUR GREAT GRANDFATHER DRINK

Advertisement for 'Bank of Montreal' with text: 'Yes, I remember my Dad telling me about it'. Includes 'B of M' logo and 'Canada's First Bank'.



The Protection... (Continued from page 2)

contribution to be made by its clients according to the risk of the business they offer, so that those who insure with it pay equitably according to the possible burden they may impose through loss. In every event, however, its maximum rate must be governed by the rates of competing insurers.

ministration, hadling and distribution, and to provide profit compensation, then the total amount to be collected from the entire group of insured property owners will be \$110,000, or from each owner \$110. Since fire insurance premiums are usually quoted at so much per \$100 of liability assumed, the rate in our supposed case will be approximately \$1.10.

The property owner can be protected from financial loss due to accidents to visitors. The business man may insure against dishonesty of his employees, defalcations of people to whom he has extended credit, and losses due to raised or forged cheques. Promoters of outdoor events may insure against loss due to rain. The automobile insurance policy protects the owner against fire, theft, collision damage, liability for bodily injury or death, and liability for damage to the property of others.

Let's Eat by IDA BAILEY ALLEN

About 60 per cent. of our children carry lunches to school. It is comforting to assume that the contents will be eaten to the last bite. But often this is not the case.

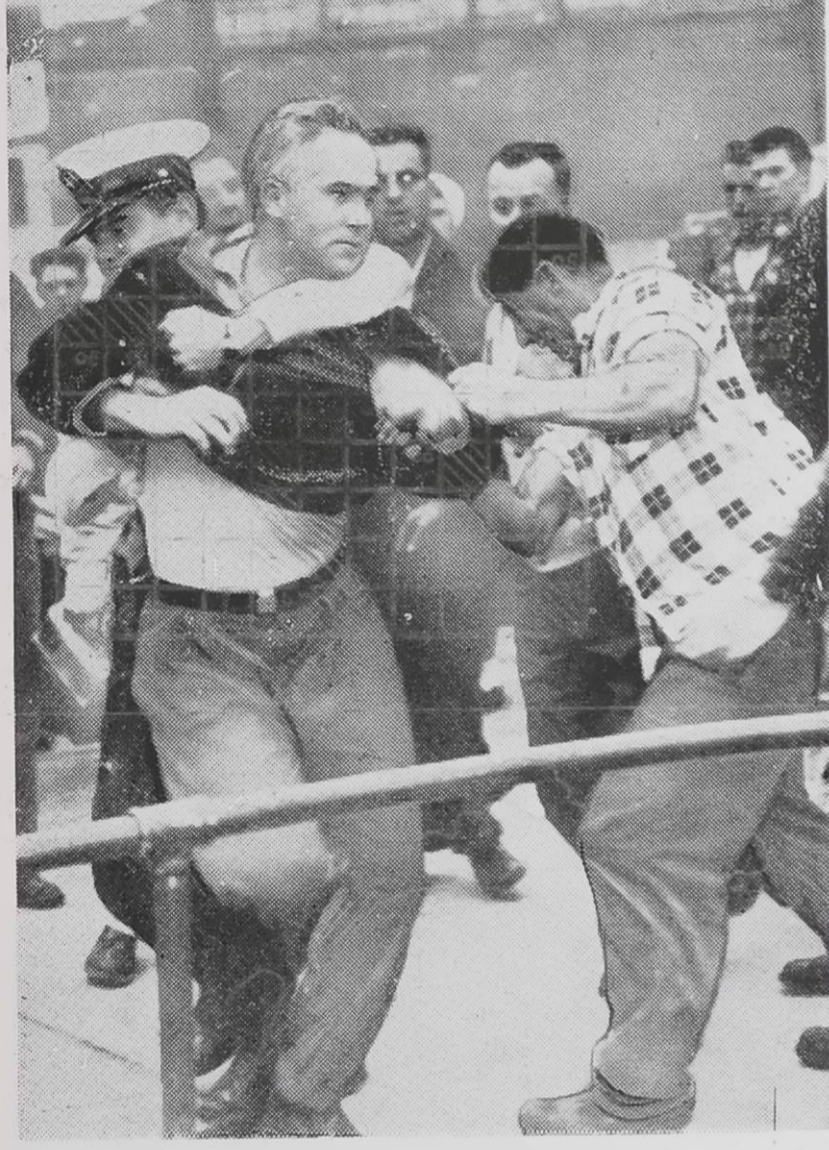
Tomorrow's Dinner Cream of Tomato Soup Steak Latin-American Tea Biscuits Swiss Chard Corn-on-the-Cob Tossed Lettuce-Cucumber Salad Green Grape-Gel Hot or Cold Coffee or Tea or Milk

contract and the estimates of values the individual requires. There are more than 300 competing companies in the fire and casualty insurance business in Canada, registered with the Federal Government, and several hundred incorporated in the provinces.

to be education for leisure rather than for earning a living. Still, the facilities for basic education on the old model do exist, however they may be concealed under modern dress. Making schools social centres instead of homes of boredom has at least encouraged the inmates to lose their fear of instruction.

For Local News Subscribe To Your Local Paper

FLARE-UP ON THE PICKET LINE



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.

FLARE-UP ON THE PICKET LINE

The oldest type of insurance for business and commerce is "ocean marine" insurance. It applies to ships and their cargoes, covering such risks as collision, stranding, sinking, fire, and other "perils of the sea".

Monotonous Foods

You may find it unattractive if the same foods are used day after day. The lunch box may be "crisply" and unappetizing; the crusts of bread too hard to chew; peeling an orange may be too much of a chore.

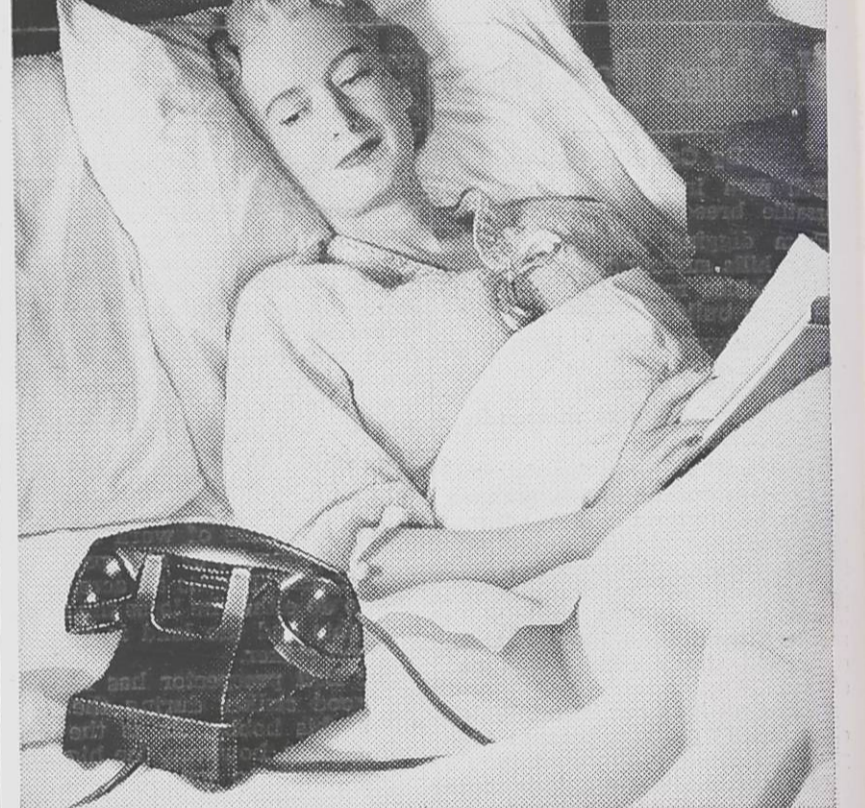
In Paper Container

Fruit may consist of a paper container of frozen peaches, fruit cocktail or a frozen baked apple, which will thaw during the morning.

Snails Outmoded

The picture of the schoolboy "creeping like snail unwillingly to school" is no longer accurate. Instead, one may observe on week-day mornings in any residential district packs of youngsters, frolicsome as puppies, making their way to their studies with far more alacrity than is shown by their elders in proceeding towards their shops or offices.

PERFECT PICKLES ARE EASY WITH UNIFORM STRENGTH



They're all as near as your telephone

IT'S NICE TO KNOW — especially when you are alone at night — that you have only to pick up the telephone to summon the police or fire department — call the doctor — ask neighbors or friends for help.

Get the LOAN you need IN JUST 1-TRIP. The Personal Man gives prompt cash loans for any good purpose... Personal Finance Co. 100 MARCHANT STREET, DRUMMONDVILLE

FASTER to the WEST! SUPER Continental between Montreal and WINNIPEG - SASKATOON - EDMONTON JASPER - VANCOUVER. CANADIAN NATIONAL

Casualty insurance

Casualty insurance is a recent development as compared with marine and fire insurance. It started with the growth of railways in England, where the first "casualty" company was formed in 1849. Its name indicates its field: "The Railway Passengers Assurance Company", providing accident insurance to those exposing themselves to the danger of travelling by steam-engine.

BACKWOODSMAN IS UNORTHODOX HEALER. Ex-mountain, 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.

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