



**IN THE NAVY**  
A major step in protection against exposure — the greatest problem in survival at sea — has been achieved in the development by the RCN of a new inflatable rubber life raft which is replacing Carley Floats and wooden rafts in ships of the RCN.

The 20-man rafts (overload capacity, 27) inflate automatically by carbon dioxide and will fill out and float free even from a sinking ship. All new construction, including ultra modern destroyer escorts of the St. Laurent class coming into service, and modernized frigates are equipped with them. Eventually, the balance of the RCN's warships will also be included.

The raft, whose overall length is 16 feet and beam, 13, is entirely inflatable and thicknesses of material form an insulating layer of air on all sides, protecting occupants from extremes of sea and air temperatures. It can be made reasonably comfortable in the tropics, or be used as an igloo in the north.

There are fittings for towing, limited propulsion, stability, and rescue. Ancillary gear includes buoyant knives, other tools, pyrotechnics, fishing tackle, whistles, bailers, repair kits, portable lighting and a heliograph mirror. Two white lights come on automatically atop the raft in fog.

Two provision packs contain rations and emergency kits. A five-day supply of food and water is carried. In addition to tinned fresh water, there are desalting kits and rain water catchments. Endurance is such that a raft has been operated for three solid months off Newfoundland during extensive tests.

**IN THE ARMY**  
A change in the correct addressing of mail for servicemen now in Europe was announced today by the Directorate of Armed Forces Postal Services at Ottawa. The change requires the addition of "Canadian Armed Forces Europe" to all letters addressed to CAPO 5050, 5051, 5052 and 5053.

The change, effective immediately, has been made to emphasize the use of concessionary postage rates to the Canadian Armed Forces in Europe.

The correct form of address for servicemen in Europe is now:  
Regimental Number  
Rank  
Name  
Unit

CAPO — Number (5050, 5051, 5052 or 5053)  
Canadian Armed Forces Europe.  
CAPO numbers for service personnel in the following areas in Europe are:

CAPO 5050: personnel of 2nd Canadian Infantry Brigade Group in Germany;  
CAPO 5051: Army and RCAF personnel serving in the United Kingdom;  
CAPO 5052 and 5053: RCAF personnel serving in France and Germany.

Concessionary postage rates to Canadian servicemen in Europe are: Air mail — letters, 15c per 1/2 ounce; Forces letters, 5c each.  
Surface mail — letters, 5c first ounce, 3c each additional ounce. Post cards — 4c each.  
Newspapers and periodicals — 2c up to 4 ounces;  
1c each additional 4 ounces.

Air parcel post — \$1.00 first 1/2 lb. 40c each additional 1/4 lb. Limit 10 lbs. No insurance.  
Surface parcel post — 15c per lb. Limit 10 lbs.

**IN THE AIR FORCE**

Four Mark Six Sabre jets from No. 1 Overseas Flight, St. Hubert, a unit of Air Transport Command, set a new record for trans-Canada flight on August 30th, by flying from Vancouver to Halifax in 5 hours 30 seconds elapsed time. This included a 10 minute refueling stop at RCAF Station Gimli, Manitoba.

The flight was organized to test the efficiency of rapid deployment of jet fighters. In case of emergency, re-deployment of fighters might be necessary and the RCAF wished to test in a small way the problems involved in moving such forces.

The flight distance was 2740 statute miles using only one refueling stop at Gimli. Using two stops at Gimli and St. Hubert, P.Q., the distance was 2767 statute miles.

The first section flying 20 minutes ahead took 5 hours and 30 seconds and the second section refueling twice used 5 hours and 12 minutes elapsed time.

First section pilots were F/L Ralph Annis, 25, of McAdam, N.B. (the leader) and F/O Robert J. Childerose, 27, of Arcola, Sask.

The second section pilots were F/O Bruce Berklinger, 4, of Oakville, Ontario.

The jet stream was not entirely favourable, averaging only 50 knots. The flight beat the existing record of 6 hours and 13 minutes elapsed time established by a T-33 Silver Star in January, 1956.



Often heard but rarely seen together are the fabulous Niosi Brothers. Among them they play virtually every major band instrument and appear one or the other of them in practically every CBC orchestra in Toronto. At the left is a guy who is not a Niosi at all but a MacDougal, who is regarded as an authority on music and who supplies the three brothers with the tin horns that he claims they always blow. Johnny plays every percussion instrument in the books. Joe plays string bass, tuba, bass horn, and every other bass instrument around. Bert is arranger, leader, trumpeter, flutist, trombonist, clarinetist, bass, tenor, alto, baritone and soprano saxophonist.

# The DRUMMONDVILLE

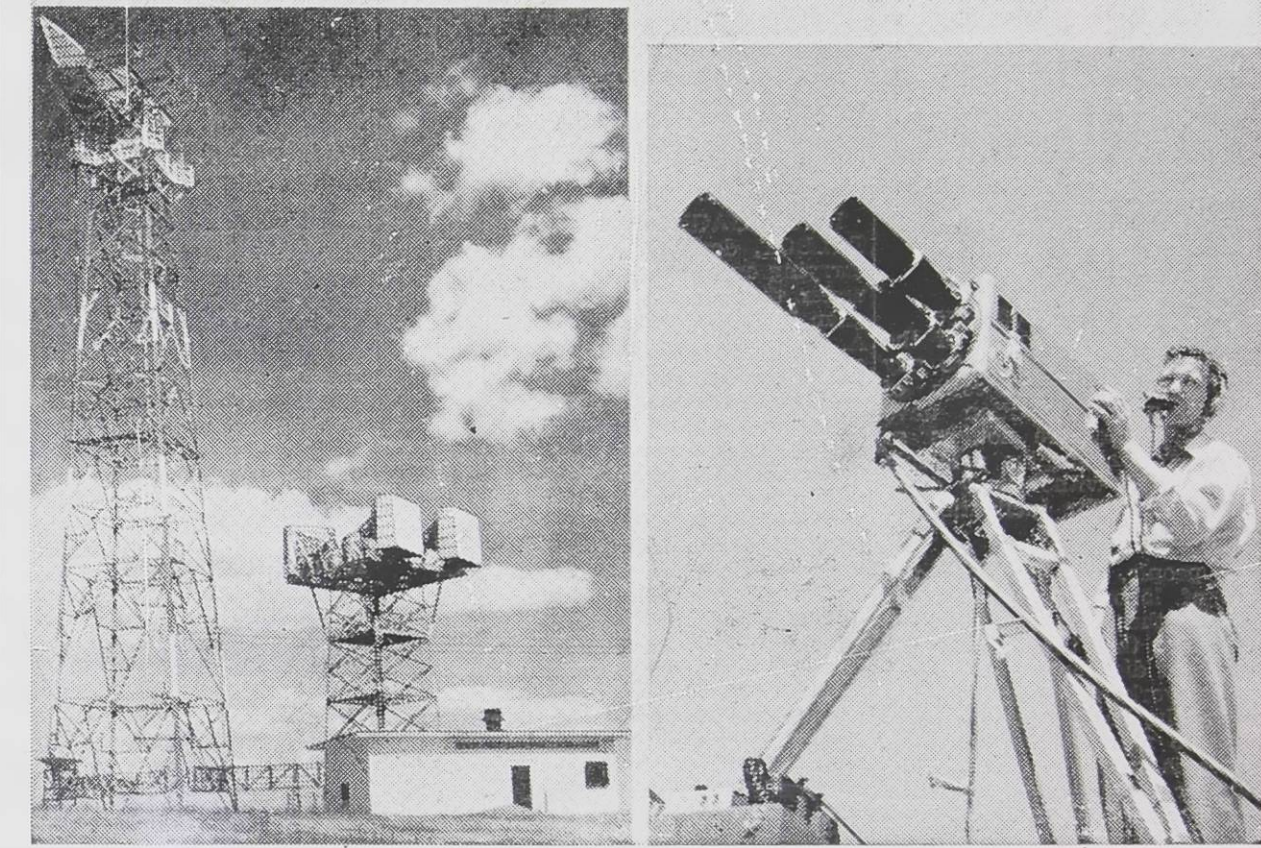
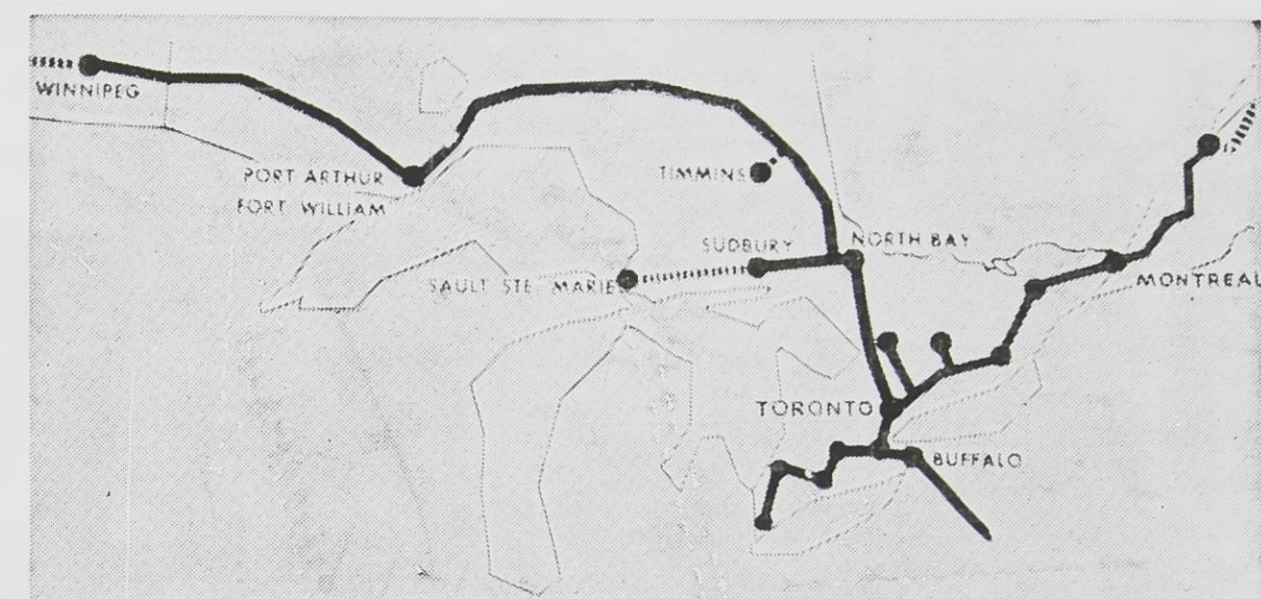
# Spoke & Man

Journal Dedicated To Free Speech

VOL. XXVIII — No. 25

DRUMMONDVILLE, FRIDAY, SEPTEMBER 21th, 1956

## Drummondville Exhibition is Underway at The Arena



A new 1,200-mile Trans-Canada Telephone microwave link between Toronto and Winnipeg will go into service on Sunday, September 30, bringing live television programs to television stations in North Bay, Sudbury, Port Arthur and Winnipeg for the first time, as well as providing additional longhaul telephone circuits. The map above shows the television network of the Canadian Broadcasting Corporation as it will look on September 30. The dotted lines indicate future extensions east and west. The complete 3,900-mile coast-to-coast microwave network will be completed by the Trans-Canada Telephone System in the first half of 1958: it will stretch from Sydney, N.S., to Victoria, B.C. A chain of 42 massive steel towers carries the microwave link between Toronto and Winnipeg. The taller tower pictured here is part of this system and is located at Uxbridge, Ontario; the smaller tower is part of the existing Toronto-Montreal network. The huge antennae on the towers beam the microwaves across the countryside with the speed of light. Live television programs, including sporting events covered by CBC mobile cameramen like the one shown here, will be available to the stations along the new microwave chain for the first time.

## U.S. and Canada Co-Operate to Meet Threat to Their Common Security

Thesis Advanced by U.S. Ambassador Herve L'Heureux at the Annual Catholic Women's League Convention Held in Drummondville last Week-End.

Reports presented at the 9th Annual C.W.L. Convention held in Drummondville on September 14-15th, 1956 revealed that an amount of \$40,734.00 was raised during the year, most of which was devoted to Parish work.

There are 3,748 active and 1,500 affiliated members, 51 subdivisions and 11 Dioceses in the province of Quebec. Members serve on School Boards, Parent-Teachers Association, assist in Parish and Public Libraries. They are represented on Community Councils, League of Voters Catholic Charities Committees, Welfare Committees, V.O.N., Canadian National Institute for the Blind, Red Cross, Red Feather, Cancer Society, Immigrants Welfare, Woman's Auxiliary of Canadian Legion, Hospital Committees, United Nations Associations, Musial and Arts Committees, Citizens' Traffic Committee, etc., and 38 members took course in Civil Defence.

Mr. Cloutier, representing Drummondville's Mayor welcomed members of the Executive at the City Hall. He expressed appreciation of the assistance rendered by the C.W.L. in their Welfare work. The Golden Book was signed by delegates.

Mrs. Roland Brady, President of the local C.W.L. subdivision presided at the Convention Luncheon held in Manor Drummondville Hotel. Speakers were — His Excellency Most Rev. L. P. Whelan, D.D., Provincial Director and Msgr. Paul Mayrand, representing the Bishop of Nicolet, Mrs. Ross Alexander, Provincial President; Miss Muriel Buck, National Vice President; Miss Antoinette Linahen, and Mrs. W. J. Dundin.

The Guest Speaker was M. J. Herve L'Heureux, U.S. Consul General — a member of the New Hampshire Bar, a Councillor of the Supreme Court of the United States and a Career Officer in the American Foreign Service for the past 30 years. He spoke of the threat to the security of Nations through the doctrines of Karl Marx, with its negation of faith and spirituality, which have a strong appeal for many peoples who are striving to improve their conditions and their standard of living.

reluctant to believe that Communist intentions are predatory, that economic gain under the Marxist system will inevitably be at the expense of political liberty and spiritual freedom.

To meet this threat, a threat to the security of nations, including our own, he said, the United States and Canada co-operate in an immense effort by the free nations to build their common strength. Prayers are an indispensable part of our national preparedness and of our defence. Faith and religious fervor furnish the temper that is required in our armaments and in the character of our defence forces to assure victory.

He continued, this thought gave birth to the "Prayers for Peace" Movement which calls upon every person who believes in God to pause for one minute at noon each day and offer a silent prayer for peace. This movement was initiated in Manchester, N.H. eight years ago. Musical Program was furnished by Mrs. J. Noel Ally and Mrs. Jack Cameron, who was soloist during Convention Mass.

The Convention resolved the following:  
Recommend the building of more homes where old persons may spend their declining years.  
Go on record as opposing the lifting of remaining Rental Controls until such time as the housing shortage no longer exists. Petition Quebec Provincial Government that such controls as exist be continued until rentals are within the means of average and low income citizens.  
Continue campaign against pocket books, magazines, and posters with provocative titles and pictures.  
Petition the Federal Government to pay Family Allowances to children in Orphanages; these al-

lowances to be used for these children's welfare.

The following Officers were elected to the Quebec Provincial Council:  
Provincial President: Mrs. Ross Alexander of Sherbrooke Diocese; 1st Vice President: Mrs. W. J. Dundin of Montreal Diocese; 2nd Vice President: Miss Ruth Robinson of Quebec Diocese; 3rd Vice President: Mrs. H. G. Torrance of Montreal Diocese; Recording Secretary: Mrs. J. A. Austin of Three Rivers Diocese; Corresponding Secretary: Miss Antoinette Linahen of Sherbrooke Diocese; Treasurer: Miss K. McGowan of St. Hyacinthe Diocese.

## Forestry Talks Oct. 4 At Victoriaville

More and more importance is given to the education of the public in forest conservation by the Quebec Forestry Association. The Head office of that conservation organism has just announced the holding of 8 regional conventions in the various parts of the province during the coming months. The dates and localities for those conventions are scheduled as follows: St. Maurice district, Tuesday, Sept. 18th at Shawinigan; Eastern Townships district, Thursday, Oct. 4th at Victoriaville; North Shore section, Tuesday Oct. 9th at Baie Comeau; Lower St. Lawrence, Sunday, Oct. 14th at Matane; Southern Shore, Thursday, Oct. 18th at Notre Dame du Lac; Lake St. John, Saturday, Oct. 27th at Chicomouti; Western Quebec, Tuesday, Oct. 30th at Rouyn; Laurentide, Friday, Nov. 16th at Maniwaki.

About 1200 people interested in forest economics are expected to attend those various meetings where local and regional forest problems will be studied. On the same occasions 20 Tree Farms certificates will be remitted to woodlot owners.

Such specific problems as forest protection against fire on private lands, the Christmas trees cutting and the various aspects of popular forest education will be carefully studied and discussed by experts and forest engineers. The president of The Quebec Forestry Association, Mr. John L. McKenzie, of Montreal, the general manager and many directors are planning to be present at those various conventions.

## Few Yankees Know Canada

Charlottetown, Sept. 18. — To what extent do Americans like Canada for vacation travel?

Half of them say that it's a country they don't know much about except it's vast and sparsely populated. Only one in nine can name a Canadian resort, almost invariably the Rockies, Jasper, Banff and the Laurentians.

It isn't a place to go if you want an exciting vacation.

Its people are polite but not particularly friendly or interesting. Weather is thought by many as too cool and rainy in summer and uncomfortably cold the rest of the year. Many lure Canada out for a summer vacation because of the climate.

Canadian food lacks distinction. It is considered similar but inferior to American.

The luxury hotels are impressive but there aren't many good medium-priced hotels and the average American tourist thinks the luxury spots like Jasper and Banff aren't for him.

Canadian roads suffer by comparison. Anything short of a four-lane highway is poor.

There are too few interesting things to do and see in the course of a two-week vacation, too few historic sights, little or no night life and not many interesting things to buy.

On the other hand, Canada supplies the vacation requirements for a substantial number who like the outdoor life, who want to be physically but not socially active, who like the fact Canada isn't too different from home, who like family vacations in "wholesome" places, who want to get away from over-civilization and who want to lead a quiet, lazy, unhurried life.

These findings were revealed to the Canadian Tourist Association here by W. R. Wright, director of public relations, Canadian National Railways. They resulted from a motivational survey of a cross-section of the American public made for the national railway last year to help guide its sales and advertising policies.

Mr. Wright said that apparently the sophisticated are not attracted but the outdoor lover and those seeking a relaxed atmosphere among familiar surroundings are. He asked if such a restricted market was sufficiently large to increase Canada's dwindling share of U. S. travel dollars, or should Canada's appeal be more broadly based.

"To what extent is it possible to change it by advertising and promotional methods alone and how should these be directed? To what extent are changes in the product itself necessary and to what extent are they practically possible? The weather can't be changed but could and should some liquor be changed to make it easier for the tourist to buy a drink when he's cold?" he asked.

The question was posed whether Canadians felt the same way about Canada as some American cousins and, if so, what should be the approach to sell them on their own country.

"Despite the continuous and constructive effort that has been made over the years to raise standards of accommodation, to publicize the natural advantages, including climate, of all sections of Canada and to highlight the colorful regional events that are part of our social fabric, a staggering job remains to be done," said Mr. Wright.

## Observe All Traffic Signs

Quebec. — Pedestrians, and especially the younger set, should always bear in mind that motor cars and trucks are fast moving vehicles and that any one that happens to get in their path is likely to get hurt. Sometimes the driver's attention is focused on something else, and when he does see the pedestrian he may not be able to stop in time to avoid a mishap.

The protection against the destructive power of modern traffic lies primarily in the strict observance of all traffic signs, signals and rules, stresses the provincial Department of Transport and Communications. Children especially, should take no chance and remember that:

Playing in the street, running out into the street after a ball or other toy, crossing in mid-block, crossing from behind parked cars, crossing at intersection against the light or without making sure that no traffic is nearing, crossing in front or behind a vehicle from which they are in sight, are frequent causes of accidents resulting in death or serious injuries.

Because a pedestrian can see a car coming, he must not take it for granted that the driver of the car has also seen him. "God helps those who help themselves" is a good motto to remember for pedestrians young and old, who want to keep safe in traffic.

## Big Brothers Of Yours

Do the older children in your family accept their responsibilities for protecting their younger brothers and sisters from accidents? The big brother approach can help save many young lives. During school season, everyone has chores to do, but the Province of Quebec Safety League urges you to keep the kids off the streets.

## Equal Pay For Man and Woman

Announcement was made by the Minister of Labour that the Female Employees Equal Pay Act would come into force on October 1, 1956. The Act provides that female employees doing work which is identical or substantially identical to that being done by male employees shall not be paid at rates of pay less than the rates of such male employees. The Minister stated that copies of the Act were being sent to employers and trade unions concerned in operations coming within federal jurisdiction. Such operations include railways, water transportation, navigation and shipping, canals, telegraphs, radio, airlines, banks, other works of an interprovincial or international nature or which have been declared to be for the general advantage of Canada or of two or more provinces. Employers and trade unions have been asked to review their policies in the light of the provisions of the Act.

## Changing Scene

Two building products, as familiar as horses in our father's day, seem to be gradually passing from the scene at least so far as their original use is concerned. The Financial Post. These are the wood lath for interior walls and the wood shingle for roofs. In both cases substitutes, cheaper and in several respects better, have taken over.

Until after the First World War, both lines flourished, with 1926 a record year. Lath output then reached over a million and a third thousand feet. It's only about 10% of that today. Shingle production ran well over 4 million squares or enough for about 400,000 average houses. It's down a third from that.

House builders have often been accused of being too conservative, of using the same old materials their great-grandfathers used. That criticism is not well founded as anyone who has seen an old house coming down can confirm. Lath and shingles are only two examples of change. There are dozens of others.

## Costly Bridge

The great \$99,800,000 bridge under construction across the Mackinac Straits in Michigan, Reader's Digest reports, will set two records. It will be the world's costliest bridge and, from anchorage to anchorage, the world's longest suspension bridge. It will be opened in 1957.

## Folks Warmly Invited to Visit Displays. — Closing Sunday Afternoon.

The Commercial and Industrial Exhibition held annually in Drummondville was inaugurated yesterday before a large crowd and will continue till next Sunday afternoon. The official opening took place at 8:00 p.m. with speeches by many personalities. Through the coming week-end, a great number of visitors will invade the arena to admire the 40 displays organized by industries and commercial firms of the greater Drummondville. For 60 cents only, you are allowed to see the exhibits as well as a show given by Montreal artists. All in all, six numbers will be given during the evening. Lovely Sylvia Vincent is acting as master of ceremonies. Miss Vincent also participates to a singing program. The Two Valors Acrobats are said to be nothing less than sensational. But no matter how good they can be, they will be out-marked by duo Colonel Ray and Honey. The staff is completed by accordionist Ramadier, from France, singing star Rita Ketty, artists Jen Roger, Doris Lussier and many others as Miss Marge Jessy, finalist of the Miss Canada beauty contest. Miss Jessy will present the new Miss Drummondville 1956. Directors nevertheless announced there will be no show Sunday afternoon. Do not forget children accompanied by their parents will be admitted free to the expo.

## Harsher Treatment Urged For Juvenile Delinquents

Harsher treatment for juvenile delinquents is urged by Dr. Ruth Alexander, well known lecturer and columnist. In a Reader's Digest article described as a "springboard for controversy," the writer terms delinquents "young criminals."

"They must be taken out of the hands of professional welfare workers, who protect lawbreakers, and put back into the hands of law enforcement officers who protect the law-abiding."

The delinquent does not fear the consequences of his criminal acts, Dr. Alexander says, because when he is caught society pampers him as a "sick" child. Under this advanced "treatment" the incidence of youthful crime is approaching epidemic proportions. It has increased every year for the last seven years.

For this Dr. Alexander blames the violence seen on television, the lack of family discipline, and "progressive" education. She says that when discipline is lost to self-expression, and religion lost out to psychology,

## Team Play For Safety

Team play by the man behind the wheel and the man behind the badge was urged by the Province of Quebec Safety League, to-day as a sure-fire way to hold down traffic death toll. By individual driving, caution and effective police action against law violators, the League estimates that traffic accidents can be reduced fifty percent. Police officers are doing an excellent job and it's up to motorists and pedestrians to obey and observe traffic laws.

## What A Statue!

A self-taught sculptor named Korczak Kielkowski has spent nine years and \$180,000 of his own money working in the Black Hills of South Dakota on a mountain-size statue of Crazy Horse, the Sioux Indian chief who defeated General Custer. If and when completed years hence, Reader's Digest reports it will be 563 feet high, 82 feet taller than the pyramid of Gizeh and 5 feet higher than the Washington Monument.



Scheduled to go into operation January 1, 1957, the Mid-Canada Line of radar stations across Canada's North is rapidly approaching completion. Up-to-date pictures from the 55th parallel show various scenes along the line as the construction stage nears the end. 1) The 350-foot antenna tower of an intermediate station of the line receives the finishing touches from members of the erection crew; 2) An RCAF H-34 helicopter, one of the versatile aircraft which have played a major role in building the isolated stations, takes off from a material assembly point with an underslung load of supplies for an intermediate station; 3) Group Captain H. C. Poole of Hamilton, Ont. Director of Systems Engineering for the RCAF, and A. G. Lester of the Bell Special Contracts Dept., look over electronic equipment already installed at a station in Northern Manitoba; 4) A muskeg tractor, an indispensable vehicle in some portions of the line, passes a civilian cargo aircraft on the landing strip at an assembly point. (National Defence Photos)







### Not Better To Pick Winners

By patching and pampering crippled horses that can't win for anyone else Frank Merrill of Toronto, a former invalid himself, has become one of the most successful thoroughbred trainers on the continent.

He's so good at reclaiming apparently hopeless cases, Trent Frayne writes in Maclean's Magazine, "that around the race tracks they say Frankie could make a glue-pot win." From obscurity a dozen years ago, when Merrill came out of a

tuberculosis sanitarium resolved on working outdoors for the rest of his life, he rose steadily until last year, when he topped all trainers in the United States and Canada by saddling 154 winning mounts. Merrill-trained horses took down \$298,794 in purses.

Frayne points out that last year Merrill bought a horse named Earmarked for fifteen hundred dollars, although the horse had a lump on his knee "the size of a grapefruit." After he doctored the knee for six weeks, Merrill won nine races worth almost \$15,000 with Earmarked. Similarly, the crippled Hickory Hill came back under Merrill to win eleven races worth \$48,000.

But in spite of the care Merrill lavishes on cripples he's no senti-

mentalist, says the Maclean's writer. "If the horses he's training for other owners don't produce he suggests these owners find another trainer. If his own horses are too unhealthy to be useful he feels no compunction about sending them to the "pot" where old and broken-down horses are destroyed.

Although he claims he knows horses and can talk to them, Merrill insists he's no better than anyone else at picking winners at the races. "I know my horse is in good condition and I hope he wins, but if a trainer wins one race out of three that's a whole of an average. That means he loses another two races." Merrill seldom bets himself.

Taking ten percent of all winnings of the horses he trains is an easier way to wealth, he says. It was enough to make him turn his back last spring on the job of training the Main Chance stable of Mrs. Elizabeth Graham, although the job paid \$50,000 a year.

### Manifesto

When Canada's Socialists met in Winnipeg this year, they finally faced reality and ditched the old Regina manifesto, which was out of date as the horse and buggy, if they were sincere, ought to meet a great improvement in the province of Saskatchewan, and considerable improvement in the fortunes of the CCF party generally. Now, in the light of the CCF action, which deserves praise, will we get a similar statement from the Liberals at Ottawa?

Surely, when a Socialist party publicly acknowledges that the dirty thirties have passed away, and that the private enterprise of today is useful and good, the federal government will have the courage to come out with a statement of its beliefs and follow with action.

What is needed urgently today is a Liberal Manifesto, true to Liberal principles, and to grassroots Liberal thinking. The cabinet at Ottawa is out of touch with the sentiments of its voting supporters, and it has been offending the principles of the party in scores of ways.

The behaviour of the cabinet in the pipeline affair was a disgrace, looked at from any angle. Private enterprise in Canada was never encouraged by government to anywhere near the extent that the American pipeline tycoon was encouraged by Mr. Howe. Indeed, the suspicion is that Mr. Howe did

everything possible to scare off Canadian enterprisers while he welcomed Americans into the fold. To be fair to him, he may not have realized what a black sheep he was bringing into the flock.

In still another area, the cabinet has offended Liberal principles to the point where its national organization and many of its wisest newspaper friends have come close to revolt. This area is an important one — the field of mass communications. The cabinet has allowed a government agency, the Canadian Broadcasting Corporation, to usurp power and authority far beyond the intention of the legislation under which it was incorporated. The TV monopoly by a crown corporation is a shocking disgrace to Liberalism.

Other examples could be given to show how far the Liberal executive has wandered from party principle. It is time those principles were restated. Liberals should take a leaf from the CCF notebook and bring their party into line with the realities of today. How's about an Ottawa Manifesto? —Ambrose Hills.

### The Customer Will Decide

By Joseph Lister Rutledge A recent advertisement of the Steel Company of Canada makes the interesting and factual point that it is not the industry or the boss who is the final arbiter of the worker's right to higher wages. It is the customer.

The customer who goes into a shop and decides that he will not buy this or that product because he feels that the price is too high, or the contractor who adopts the same position is making a wider decision than, perhaps, he realizes.

He is saying in effect that the costs of the product have got out of hand to a point that he will not accept.

As most of the costs of any commodity are the aggregate of the wages all down the line, from the one who first discovered or produced the raw materials from which the product is made, to the last hander in the chain of merchandising, wages must be the first point of attack.

All these wage costs go into the price of the product. And, when the customer turns away from the finished article because it costs too much, he is saying, in effect, that wages are too high or production is too low.

When the customer comes to realize that his is the decisive voice in all wage disputes he may well decide to take a more active part. And when labor leaders in turn come to realize that the customer is awake to his rights and is aware of his strategic position they may hesitate to press for gains for one group that cannot be passed on in some way to all. When that happens the worker will be making true gains, for what is secured for one worker will not be at the cost of loss to other workers. As all workers are, first of all, customers, the supposed gains of the individual as a worker will not be qualified by his losses as a customer. So wages will gain the reality that gives them their true value.

Quarrels would never last long if the fault was only on one side.

Rocheffoucauld Lyman Bryson Wisdom is to the soul what health is to the body.

La Rocheffoucauld for the journey from youth to old age, for it is a more certain support than all other possessions. Diogenes

### SALESMEN WANTED

If you are aggressive, eager and anxious to succeed, we have an interesting proposition to offer in the sale of electrical appliances. Salary, Commission, Insurance, Pension Plan plus other benefits.

Apply nearest office

Southern Canada Power Company Ltd.

14-21-28 Sept.

## "Dollars and Sense"

### If you send cash through the mails,

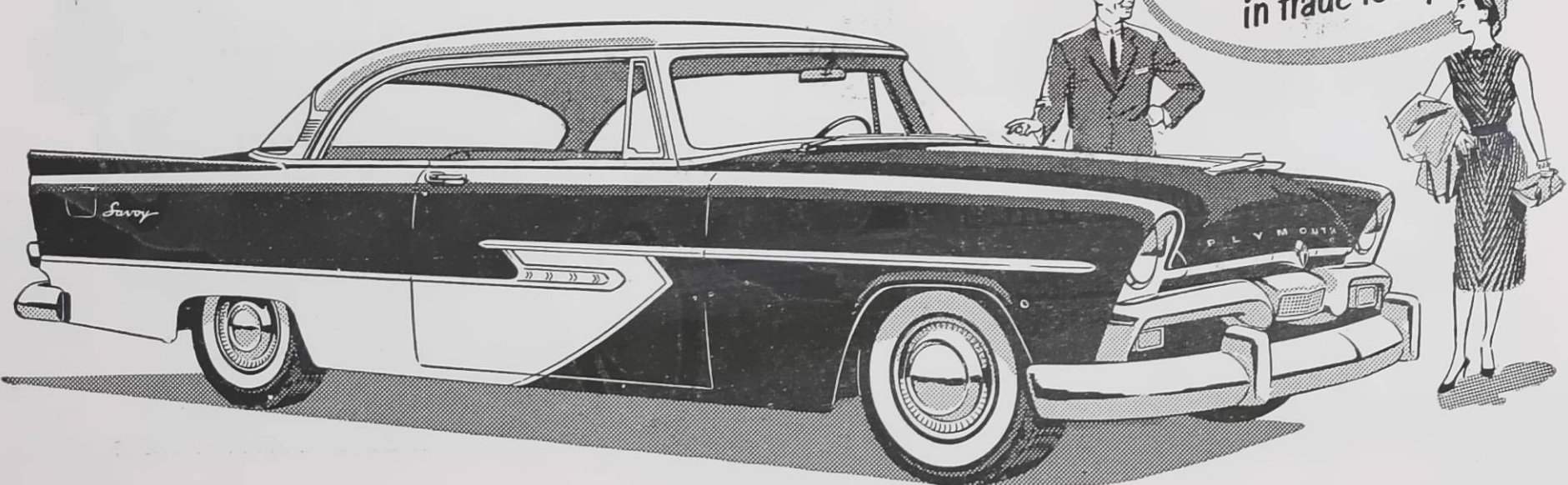
you run a real risk of losing it. For your own peace of mind, it's far wiser to send money orders. The small amount a money order costs, assures you that your money will be safe and sound. No one can receive the cash except the person to whom you send the money order. Next time you want to send money, whether \$5.00 or \$500.00, call in on us for a money order or bank draft. This takes only a few minutes to arrange. It's one of the many helpful banking services we provide.

THE CANADIAN BANK OF COMMERCE

NW-206

I. C. Watson, Manager

# Your money just can't buy more car, right now, than it can in a PLYMOUTH



## Now is the time... and Plymouth's the buy! See, price, and drive it today!

Your best buy is unquestionably the sleek, glamorous '56 Plymouth. You can tell that from its beautiful, years-ahead Flight-Sweep styling... from its flashing performance... from its many exclusive safety features.

If there ever was a "right" time to get a "most-for-your-money" deal, it's now—while your present car is at its highest-ever trade-in value.

Your Plymouth dealer will gladly bring a car to your door, help you to make your choice of model and colour. The time's right. The car's right. Why not call your dealer today?

CHRYSLER CORPORATION OF CANADA, LIMITED

Everybody likes its looks... loves its go!

# PLYMOUTH 6 or V-8

DESMARAIS AUTOMOBILE LIMITED

BERNARD BOULEVARD DRUMMONDVILLE TEL. 2-5471

Lowest priced car of all with these exclusive features... PLYMOUTH!

Push-button PowerLite automatic transmission! Touch with your finger... step on the gas... and off you go! Mechanically perfect. Safe. Trouble-free.

Flight-Sweep Styling with its slim, tapered-up rear fins gives you the sleekest, "going-est" look on the highway today. And "stay-in-style" assurance for tomorrow!

Famous Oriflow Shock Absorbers make even the roughest bumps seem almost non-existent. Compare the ride they give you. No other car of the low-price three can equal it!

Safety-Rim Wheels on the '56 Plymouth give you more blow-out protection than any other car of the low-price three. A ribbon of steel helps hold tires to wheel in case of blow-out.

### PUBLIC NOTICE



### FIREARMS

IMPORTANT NOTICE from the Director of Quebec Provincial Police, Mr. H. Beauregard, concerning the renewal of all firearms Registration Certificates issued prior to year 1952.

The Laws of Canada require that every person, with the exception of Wholesale and Retail Dealers, must register all revolvers, pistols and fully automatic firearms in his possession. This does not include, however, the ordinary kind of hunting rifles, shotguns or airguns.

In accordance with the amendments brought to the Criminal Code of Canada, a New Type of Firearms Registration Certificate has been in effect since January 1st, 1952. For the purpose of re-registration on this New Type Certificate, the registered owners are now required to forward, at the following address, all copies of Certificates in their possession bearing date of issue prior to 1952, covering firearms still in their possession.

"The Commissioner, Royal Canadian Mounted Police, "C-o Identification Branch, "Ottawa.

In forwarding the Old Certificates for renewal, it is very important that the weapon owner states his present occupation and complete address. In the event that Old Certificates have become lost or mislaid, it is requested that the owners submit description of the firearms in their possession by letter, quoting the "Make", "Calibre", "Serial Number", "Number of Shots" and "Barrel Length".

It is also required that any person, with the above exception, wishing to purchase a revolver or pistol, or to receive it into his possession by gift, loan or any other means, must first obtain the necessary recommendation to do so, from his local Police Department or any other local civil authority, before receiving the firearm. Such recommendation should then be taken or mailed to the Office of one of the Two Divisions of the Quebec Provincial Police, at 445 St. Gabriel Street, Montreal, P. Q., or, for those residing in the Quebec Division, at 73 Grande Allée, Quebec, P. Q., in order to obtain registration of the firearm concerned before being authorized to take possession of it.

A Permit is required to carry a Registered Firearm outside the domicile or place of business of a person, where it is registered. Such Permit may be obtained in applying at any of the above two offices of the "Quebec Provincial Police".

## new warm-air heating engineered to your house to meet individual heating problems!



## Esso oil furnaces

Powered by the famous ESSO oil burner (the best for converting your present furnace, too)!



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

INSIST ON ESSO FURNACE OIL FOR COMPLETE HEATING SATISFACTION

### Jean-Paul Goulet

157 Ave Des Erables Drville Ouest Tél. GR 2-2797

## BRADING'S WINNERS

### in BRADING'S BOTTLE CAP BONUS CONTEST

for Contest ending September 8, 1956.

- |   |  |   |
|---|--|---|
| <b>WINNERS</b>  |  | <b>LICENSEES</b>  |
| 1. Leo Leliane, 297 1/2 St. Jerome, Matane, Que. \$350.00 Educational Scholarship and 1956 Ford Sedan | 7. Mrs. Yvonne Morrison, 519 Osborne Avenue, Verdun, Que. \$5.00   | 1. Mr. J. O. Boulay, D'Amours Street, Matane, Que. \$300.00             |
| 2. Lionel Nolet, 2339 De Villiers, Ville Emard, Montreal, Que. \$150.00                               | 8. Leo Robert, 1182 Seymour Avenue, Montreal, Que. \$15.00         | 2. Marche Gauthier, 2342 De Villiers, Montreal, Que. \$50.00            |
| 3. Mr. E. Siveright, 65 Queen Street, Lennoxville, Que. \$15.00                                       | 9. Jacques DesForges, 3666 Mentana, Montreal 24, Que. \$15.00      | 3. A. Ruel, 551 Queen Street, Lennoxville, Que. \$20.00                 |
| 4. Louis Georges Lamy, 598 Gervais, Trois Rivieres, Que. \$15.00                                      | 10. Robert Phillips, Buckingham, Que. \$15.00                      | 4. L. Heroux, 1870 St. Olivier, Trois Rivieres, Que. \$20.00            |
| 5. Eugene Plante, 4238 Laval Avenue, Montreal, Que. \$15.00   | 11. Germain Turcotte, 5916 De St. Vallier, Montreal, Que. \$15.00  | 5. Paul Duon, 201 Craig East, "Chez Rod" Tavern, Montreal, Que. \$20.00 |
| 6. A. P. Bernicki, 1299 William Avenue, Sillery, Quebec 6, Que. \$15.00                               | 12. J. P. Stuart, 11433 Edgar Street, Montreal North, Que. \$15.00 | 6. Marche Masfield, 1290 Masfield Avenue, Sillery, Quebec, Que. \$20.00 |
|   |  | 7. Mr. E. Dupont, 5098 Verdun Avenue, Verdun, Que. \$20.00              |
|   |  | 8. "Boud" Tavern, 1420 Biney Street, Montreal, Que. \$20.00             |
|   |  | 9. Ant. Garcia & Fils, 3571 St. Andre, Montreal 24, Que. \$20.00        |
|   |  | 10. Esther Addy, I. G. A. Store, Buckingham, Que. \$20.00               |
|   |  | 11. S. Landry, 500 Bellechasse East, Montreal, Que. \$20.00             |
|   |  | 12. G. Sylvestre, 5010 Charlevoix Street, Montreal North, Que. \$20.00  |

### ENTER THE NEW BRADING'S BOTTLE CAP BONUS CONTEST

CONTEST ENDING SEPTEMBER 22, 1956.

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

# Need a DENTIST?



## look in the YELLOW PAGES

FIND THE NUMBER QUICK AS A WINK!

Whether it's services you need or goods you want to buy, the YELLOW PAGES hold the answer. Every business or professional telephone customer in your community is listed under the classification appropriate to his business — the article he sells or the service he performs.

MAKE IT A HABIT TO "LOOK IN THE YELLOW PAGES"