



IN THE RCAP

"Zum Rattenkeller", an off-duty sanctuary for male corporals at the RCAP's No. 3 Fighter Wing, Zweibrücken, Germany, belies its English translation of "rat cellar".

Other Club members thought the idea a fine one and volunteered their Saturday afternoons and evenings during the week to get the work done.

Now, fitted out with colorful curtains, comfortable and substantial furniture and a good selection of indoor sports equipment, "Zum Rattenkeller" had become a bright and cheery games room.

Feeding the fish has become a daily ritual of Herr Paul Cullmann, Zweibrücken, who manages the corporals' and airman's canteens.

Other German help came from a civilian painter who did an artistic name sign over the Rattenkeller door through which only a few favoured females have been permitted to pass — briefly.

The 3 Wing corporals' "dug-it-themselves" games room has sent Service visitors back to their own units looking for a handy cellar.

IN THE NAVY

HMCS Labrador first naval vessel to navigate the Northwest Passage, last week became the first ship to make an east to west passage of Fury and Hecla Strait between Baffin Island and Melville Peninsula, 250 miles north of the Arctic Circle.

The Labrador, which had been taking part in the seaborne supply of the Distant Early Warning (DEW) line, had left the Foxe Basin area, in company with USS Eakin (diver tender) to carry out a survey of Fury and Hecla Strait, Gul of Boothia, Prince Regent Inlet and Bellot Strait.

Sunday, the day the passage was begun, was dull, with temperatures around 25 degrees, but the sun broke through as the ship completed her transit of the strait Monday morning.

Previous passage through the Strait was in 1948 when two American icebreakers, the Eastwind and Edisto, went through from west to east returning southward from Resolute Bay.

Earlier this summer, while carrying out hydrographic survey work, the Labrador became the first ship to pass through Navy Channel, 150 miles north of the Arctic Circle and between Rowley Island and North Spicer Island in Foxe Basin.

Having established a first in making the passage, the Labrador carried on to navigate the channel five more times in the course of her work.

IN THE ARMY

Twenty-seven new maps of areas in Ontario, Quebec, British Columbia, Yukon Territory and the Northwest Territories have been published by the Army Survey Establishment, Royal Canadian Engineers.

The maps are now available to the public.

They cover the following areas: Ontario — Tillsonburg, including parts of Middlesex, Oxford and Elgin counties; Massena (State of New York), including the southern part of Stormont County, Ont., both on a scale of 1 to 50,000.

Quebec — Rivière Ste Anne, Lac Tantara, Lac au Chien, St. Gerard, Ste. Catherine, Pinkney Mountain, Cap Valcartier and Malville. All are on a scale of 1 to 25,000 except Malville which is on a scale of 1 to 50,000.

British Columbia — Mirdale, Akue Creek, Meziadin Lake, Mc Naughton Creek, O'Donnell River, Nig Creek, Cowichan Lake, Fort Nelson, McDame, Big Beaver Creek, Iskut River, Swan Lake, River Jordan, Gold River, and Murchat Inlet. All maps are on a scale of 1 to 50,000 except McDame, which is on a scale of 1 to 250,000.

Yukon Territories — Robinson, on a scale of 1 to 50,000.

Northwest Territories — Coal River, on a scale of 1 to 250,000.

Keep the public informed on Canada's topography, information and ideas are exchanged constantly between the Army Survey Establishment and other government mapping agencies.

Ten Army survey teams have engaged in mapping various areas of Canada this summer.

Maps are published monthly by the Army Survey Establishment, and include new maps, new editions and revisions of out-dated maps.

The DRUMMONDVILLE

Spokesman

Journal Dedicated To Free Speech

VOL. XXVIII — No. 26

DRUMMONDVILLE. FRIDAY, SEPTEMBER 28th, 1956

Presentation of a New Bill at Quebec by the City



Miss Jeannine Salvail has been crowned Miss Drummondville 1956 at the end of the exhibition held during last week-end by the Junior Chamber of Commerce. Miss Drummondville appear above with other candidates, namely (left to right): Maureen Carey, Joan Christman, Jeannine Salvail, Denise Fortier and Doris Elio.

Involving Power of Setting a 2% Sales Tax and Raising Borrowing Power to \$850,000 for Industrial Development.

At the last municipal session held last Monday, Mayor Marcel Marier had warned the council members that it will be necessary to prepare a new bill which will be presented to the Quebec Legislature next Fall in order to give new contributions to the City of Drummondville.

Today Is Not Tomorrow

This morning my daughter, Kathy, greeted me at the breakfast table with this question: "Daddy, is today tomorrow?" If it is you've got to take me to the slides.

I suppose yesterday, that she'd caught me in a busy moment and asked me to walk her over to the slides at a nearby playground, and I had put her off until tomorrow.

Kathy, with her amusing question, was pointing out the old truth that tomorrow never comes. Today is the day we live!

There is an old Chinese proverb I like to remember when work piles up, or when I am attacking a long writing job. It reads: "The man who moved the mountain was he who began carrying away the small stones!"

Isn't the truth? That great, long novel, Gone With The Wind, was written one word at a time. All the great accomplishments of art and literature and life were achieved, not in single quick strokes of pen, or brush, or in one great act — but in small portions, one upon the other.

I think that is why we are urged by philosophers to live our lives one day at a time. From out all the ages, no greater wisdom has been distilled than this: that sufficient unto the day is the evil thereof. No greater recipe for happiness or accomplishment has ever been written than this: that we cast off the burdens of the past and our anxiety for the future, and live now, to the best of our ability.

For the past is over and done with and tomorrow never comes. Today is the day we live. . . the only day we ever live in. It deserves all our attention and all the warmth and beauty and achievement we can bring to it.

We are a lucky generation, brought up in Canada, where there is so much freedom of opportunity. There is no one to say: "You must keep your place". You are free, today, to strike out on new ventures, accept new responsibilities, change employment, try new methods. It is true that you are also free to succeed or fail, according to your abilities — but that's where the thrill and challenge of life is found.

Have you some new resolve, some big idea, some project you plan to undertake? Well, get it done today. The only day you'll ever start it will be named just like this one, as my daughter, Kathy discovered. It will be called — TODAY!

The Plouffes Back On October 5th

"I feel like a lion let loose", exulted author Roger Lemelin as he began work on another season of scripts for The Plouffe Family, due to start on CBC-TV on Friday, October 5th, 8:30-9:00 p.m. After a summer spent yachting on the St. Lawrence with his wife and children, he declared himself more than ready to plunge back into the complex affairs of the Plouffes and their friends.

Lemelin will be serving up his usual blend of pathos and humor, but which new complications, plenty of surprises and some new characters for additional color and interest. Characters viewers are likely to meet for the first time this year include a tenor who has lost his voice; Pete dans le Trefle, a neighbor of the Plouffes' fun-loving relative, Uncle Gedeon; and a psychiatrist who may find that his hands are full if he tries to help members of the family with their problems.

The opening episode finds Theophile Plouffe in a stir his friend Narcisse Vallens' 25th wedding anniversary; a bang-up celebration is planned. The boys pitch in with a will to help their father, but not everyone is happy. While the men are hard at work Josephine (Maman) Plouffe is standing by, silently fuming. In all the bustle and excitement over Narcisse, her own 35th wedding anniversary appears to have been completely overlooked.

The Plouffe Family will have a new producer this season — Guy Beaulne — but the principal players will remain the same.

"Not A Sport"

Some have said it is not sporting to use radar to flag down speeders. Well, if anyone tries to tell the Province of Quebec Safety League that we should be "sporting" about our lives, limbs or properties, we are going to tell them that they had taken leave of their senses. Radar can't possibly hurt a motorist who is not violating the law, and it greatly helps the speed artists by gathering in the speed artists in dozens who rather than singly. To those who say unmarked police cars are not right, we answer that we then should also put detectives back in uniform and let crime promptly inherit the earth. And if alcoholic tests are unconstitutional, so is finger-printing.

New Look To Canadian Radio

Canadian radio gets a shot in the arm this fall with a new series of hour-long feature magazine type programs. Titled "Assignment", the series get underway October 1, as a combined effort on the part of the CBC and its Dominion Network affiliates.

"The program's foremost task will be to capitalize on the immediacy and impact of sound", stated Harry Boyle, who is directing the operation and was associated with the CBC's nationwide "Xmas Almanac" experiment. "We are convinced that a great many people in Canada count on radio as their foremost source of entertainment and information. Furthermore, we intend to give these people a sample of the best radio can offer."

For five hours every week "Assignment" will bring Dominion Network listeners an incredibly wide variety of items.

Among other things, the program will include "I was there" stories, on-the-spot actualities; interviews with celebrities; the national and local weather picture; brief commentaries from abroad; music; sports stories from all parts of the country; features dealing with the latest marvels of science and medicine; book and movie reviews; interviews with famous chefs; man-on-the-street impressions from coast to coast; sounds of Canada and the reminiscences of a nation's history told by the people who lived it.

Assignment will be co-ordinated from a specially built control studio at CBC Toronto. Reports and features, however, will be gathered from points of interest around the world, and from coast to coast in Canada. Contributions from Dominion networks stations with more than one hundred correspondents in the field will make up a large portion of Canadian coverage.

Canadian radio journalist Bill MacNeil will be assisted by radio-television actress Maria Barretts host on the show. Production will be by Sandy Stewart, formerly of CPPL, London. Senior writer for the series will be Brian Swarbrick, a freelance feature writer.

"With a fast paced show using material that is as current as today's newspaper, we intend to win back many old friends to radio", says Boyle, "and we can do it without extravagance, by using our facilities to the best advantage".

Raise the borrowing power to \$850,000 for industrial development;

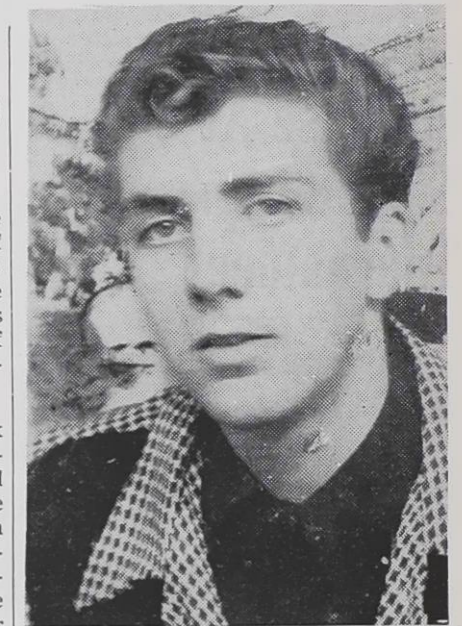
Increase indemnities to Mayor and Councilors;

Repeal the by-law regarding the outside stairs;

Forbid or control permits of building on streets not already deserviced by waterworks;

Fix municipal elections in May or June, etc.

Me Gaston Ringue has been appointed to prepare such bill in time limits.



Normand Roy, 21, of Des Ecoles Street in Drummondville, killed Sunday night in a traffic accident occurred in St. Hyacinthe. His companion, Florence Cournoyer, 17, also lost her life in the same mishap.

Delegate Appointed To La Tuque

Mr. Philippe Bernier has been chosen to represent the local 309 R.C.A.F.A. squadron to the convention which will be held in La Tuque September 29 and 30. Officials has also announced a formal dance for December 1st at la Maison du Souvenir.

Who Am I?

I am a little thing with a big meaning. I help everybody. I unlock doors, open hearts, dispel prejudice. I create friendship and good will. I inspire respect and admiration. The Province of Quebec Safety League and everybody love me. I cost nothing and many have praised me but none has ever condemned me. I am pleasing to those of high and low degree. I am useful every moment of the day. Who am I? — "Courtesy".

Issue By The City of Drummondville

Tenders Will Be Received Until October 10. — For an Amount of \$255,000.

Public notice is hereby given that sealed tenders, endorsed "Tenders for bonds" will be received by the undersigned, Gaston Montplaisir, City Clerk, City Hall, Drummondville, county of Drummond, until 8:00 o'clock p.m., Wednesday, October 10, 1956, for the purchase of an issue of \$255,000.00 of bonds of the city of Drummondville, County of Drummond, dated November 1st, 1956, and redeemable serially from November 1st, 1957, to November 1st, 1976 inclusively, with interest at a rate not less than 3 p. 100 for the maturities from 1957 to 1966 inclusively, not less than 4 p. 100 for the maturities from 1967 to 1971 inclusively, not less than 4 1-2 p. 100 for the maturities from 1972 to 1976 inclusively, and not more than 5 p. 100 for the maturities from 1957 to 1976 inclusively, payable semi-annually on May 1st and November 1st of each year.

Loan by-laws Nos. 410 — \$130,000.00 — purchase of an immovable and 418, as amended by the by-law No. 427 — \$125,000.00 — construction of building for industrial purposes.

For purposes of adjudication on

ly interest shall be calculated as from November 1st, 1956.

The table of redemption is as follows:

Table of redemption — \$255,000.00 — 20 years. Year: November 1st, 1957 (\$7,500.00), November 1st, 1958 (7,500.00), November 1st, 1959 (8,000.00), November 1st, 1960 (9,500.00), November 1st, 1961 (9,500.00), November 1st, 1962 (10,000.00), November 1st, 1963 (10,500.00), November 1st, 1964 (11,500.00), November 1st, 1965 (12,000.00), November 1st, 1966 (12,500.00), November 1st, 1967 (12,500.00), November 1st, 1968 (13,000.00), November 1st, 1969 (15,000.00), November 1st, 1970 (15,500.00), November 1st, 1971 (16,000.00), November 1st, 1972 (16,500.00), November 1st, 1973 (17,000.00), November 1st, 1974 (18,000.00), November 1st, 1975 (18,000.00), November 1st, 1976 (18,000.00).

The successful tenderer agrees to pay for the bonds, principal and accrued interest if any, by certified cheque payable at par at Drummondville, county of Drummond.

Capital and interest are payable at the bank mentioned in the loan procedure at Montreal, Quebec or

at Drummondville, county of Drummond.

The said bonds are under the authority of chapter 212, Revised Statutes of Quebec, 1941, subject to be redeemed by anticipation, in whole or in part, at par, at any interest maturity date, however, in case of partial redemption, the bonds to be redeemed will be called for payment in reverse order of maturity and serial number.

Each tender must be accompanied by a certified cheque equal to 1 p. 100 of the amount of the present issue and must specify whether interest accrued on the bonds to the date of their delivery is included or not in the price of the tender.

The tenders will be opened and considered at a meeting of the Council to be held on Wednesday, October 10, 1956, at 8:00 o'clock p.m. at the City Hall, Drummondville, county of Drummond.

The Council does not bind itself to accept the highest or any of the tenders.

Drummondville, County of Drummond, September 19, 1956. Gaston Montplaisir, Clerk.

City Hall, Drummondville, (County of Drummond), P. Q. 43240

during Fall and Winter months, according to the All Canada Insurance Federation.

Officials of the Federation, which represents more than 200 fire, automobile and casualty insurance companies in Canada, said hundreds of deaths and accidents could be avoided by a more systematic check-up of hazards in the home.

Safety officials recommended the following precautions:

- 1. — See that all leaves and rubbish are cleaned away from the house and eaves. Guard against flying sparks when burning rubbish.
2. — Chimneys and flues should be cleaned and checked at least once a year. Have experts inspect heating equipment.
3. — Before storing summer clothing, remove matches from pockets.
4. — Clear old newspapers, magazines and inflammable materials from attics, basements, garages and spare rooms.
5. — Have electrical wiring and appliances checked by qualified electricians. Overloading of circuits is dangerous.
6. — Store painting and cleaning materials carefully; keep inflammable liquids in plainly-marked safety cans; destroy rags or clothing soaked with paint, furniture polish or wax.
7. — Protect yourself from public liability — saw off dead trees branches; keep driveways and walks in good repair.
8. — Flooded basements are dangerous — see that downspouts are clear and discharging into storm sewers.
9. — Make sure garden tools and children's toys are not left lying about.

Raising Funds Prevent Fire Around House

Through clean-ups around the home can help reduce the high incidence of fires and accidents



Here are two football announcers who don't just talk about the game but are willing to go right out on the gridiron and get the feel of things. Big Byng Whittaker makes like he's going to catch a three-yard forward made by Steve (The Rifle) Douglas. The two CBC announcers who handle half the Big Four football telecasts came to the conclusion, after the practice was over, that it's a soft touch up there in the announcer's booth; their ten-minute practice was followed by Whittaker's having to use three bottles of linament, and Douglas half a bottle.

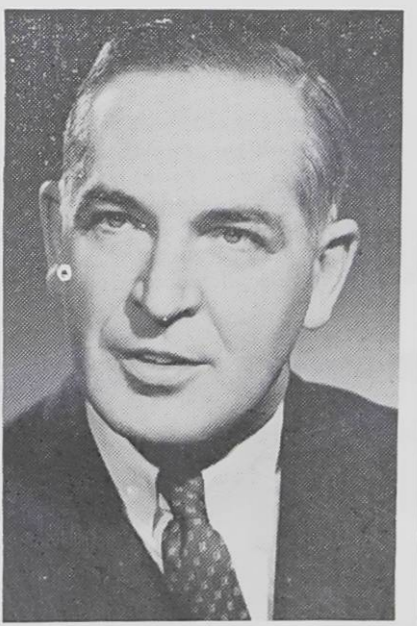
We have been granted permission by his worship, the Mayor, the City Council and our District Commissioner to conduct a city-wide campaign for the purpose of raising funds on behalf of the Drummondville group of the Girl Guides Association.

This is the first occasion that we have made a direct public appeal, and so far the burden of organizing and financing our local Group has been confined to a few enthusiastic and generous supporters of the organization. However, the interest shown by the children is such that we cannot entertain any idea of expansion unless sufficient funds are made available.

We do not think it is necessary for us to stress the good work that the Girl Guides Association does on behalf of our children. Many of the outstanding men and women of our country freely admit that they followed the basic principles of Scout Law, acquired during their childhood years, throughout their lifetime.

Week commencing September 17th has been chosen as the date for our campaign; may we depend on receiving your generous support?

Subscriptions may be sent to the Treasurer, Mrs. R. G. Woolsey, 932 Mercure Blvd., and receipts will be issued for Income Tax purposes.



Mr. Gerard Delage, well known in TV circles, who will be the guest speaker Monday evening at a lunch given by the Chamber of Commerce of Drummondville at Manoir Drummond.

Maps may be purchased by the public through the Department of Mines and Technical Surveys, Surveys and Mapping Branch, Monument National Building, 338 Dalhousie St., Ottawa at 25c per copy.

"DON'T GIVE FIRE A PLACE TO START"

### The Danger of Epidemics

"Canada's record is as good as the age of three, and another six years. This is a precautionary measure to take care of those odd persons whose immunity may wear off a bit unless fortified by the booster."

Large urban centres, as well as many rural towns have child health centres where vaccination and immunization may be obtained free of charge, regardless of family income.

### Surprise At The Molson's Tournament

The Fish and Game Association of the Mount Laurier Region is causing quite a stir at the Molson's Fishing Tournament.

Small fish entries play a vital part in the Tournament and the Division the Associations in the Province to register them as soon as possible.

### BULLDOZER COMPLETELY SUBMERGED IN MUD



Residents of the area north of Frenchmen's Bay, Ont., knew this could happen and it finally did. Spreading sand on a muddy section of land, a bulldozer began to sink when it was attached to it and heavy trucks tried to pull it out, but the machine just continued to sink.

Mr. John Fleming - Association de Chasse et Pêche de Champlain Lac St-Jean - Mississquoi - 21 lbs. 14 ozs.

Mr. J. P. L'Heureux - Montreal

Still Fishing - Mr. Onias Michaud - Association Chasse et Pêche Frontenac - Lac Magentic - 13 lbs. 8 ozs.

Still Fishing - Mr. Pierre Lambert - Club de Chasse et Pêche du Petit Lac Magog - 1 lb. 4 ozs.

Still Fishing - Mr. Jean Melancon - Association de Chasse et Pêche Région Mont Laurier - 24 lbs. 15 ozs.

Spinning - Mr. Jean Guy Dupuis - Club de Chasse et Pêche Larochele - 11 lbs. 8 ozs.

Still Fishing - Mr. Hector Voisard - Montreal Anglers & Hunters Inc. - 6 lbs. 6 ozs.

Still Fishing - Mr. Jean Melancon - Association de Chasse et Pêche Région Mont Laurier - 24 lbs. 15 ozs.

### Every Bulb Is Complete

Every bulb you buy in the fall to plant in your garden is a complete and whole dormant plant in a single package.

### Old? Get Pep. Vim!

Feel Full of Vigor; Years Young! MEN, WOMEN of 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200.

Give a bulb good drainage and the kind of soil will make little difference. For that matter, neither will fertilizer for the first year.

### Traffic Safety, Life-Time Rule

QUEBEC, 26 — Traffic safety is one of the most important subjects especially now when again our schools have reopened.

### "Dollars and Sense"

One of the best ways to encourage good sound sleep is to have a good sound bank balance. Regular savings can make life a lot pleasanter in a hundred and one other ways.

### Westinghouse LAUNDROMAT "25"

... the completely automatic washer designed to fit into 25" of floor space

### Eliminate washday worries - Forever!

The new Westinghouse LAUNDROMAT "25" saves you money... on the day of purchase... and on every washday.

### THE CANADIAN BANK OF COMMERCE

I. C. Watson, Manager

There are two ways to plant the bulbs for uniform result. First, dig the top soil over the entire bed to the proper depth and press the bulbs, pointed ends up, into the bottom at proper spacing.

### Old? Get Pep. Vim!

Feel Full of Vigor; Years Young! MEN, WOMEN of 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200.

### Public Notice

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.



### Warmer, Cooler?

Since 1888 the world has been warming up. If the trend continues, says The Financial Post, that could mean for Canada a northern extension of the tree belt and grain-growing areas.

### For Local News

Subscribe To Your Local Paper

BRADING'S BOTTLE CAP BONUS CONTEST. Here's the new BRADING'S BOTTLE CAP BONUS CONTEST. Contest ending OCTOBER 6. \$4,000 IN PRIZES EVERY TWO WEEKS.

5 years to pay lowest carrying charges. Esso oil burners. BACKED BY IMPERIAL OIL LIMITED. Jean-Paul Goulet. 157 Ave. des Erables Dr'ville-Ouest Tél. 2-2797

YES, WE HAVE SOME BONANZAS! Bonanza Trade-in Allowance. Bonanza Buy. Bonanza Resale.

It's a great time to buy a Buick. Buick Special 6-passenger 4-Door Riviera. GARAGE MOTOPLAISIR LIMITED. 269 LINDSAY STREET DRUMMONDVILLE QUE. TEL. 2-3388

One of these eight will go to the hospital this year. METROPOLITAN LIFE INSURANCE COMPANY. 190 HERIOT Street DRUMMONDVILLE TEL. 8-0202

MASS MOVING OF CHURCHES. As population centres shift, the Church of England faces a new problem — what to do with structurally sound but unattended churches.

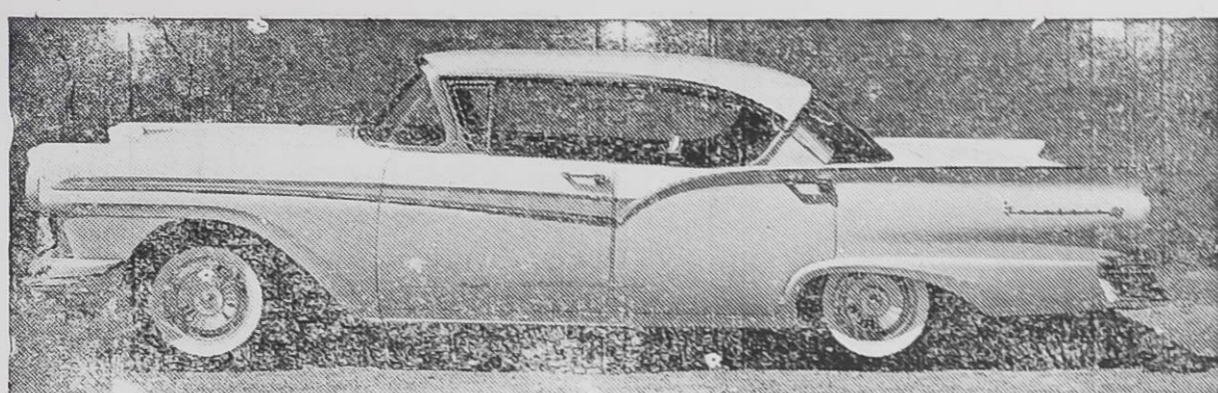
PROVING GROUNDS OF CHEVROLET POPULARITY. East, West... across the land, wherever cars are parked, on every street and highway, you see more Chevrolets than any other car — because far more people drive Chevrolet than any other car.

GO BY BUS

for COMFORT! ECONOMY! CONVENIENCE!

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



In the biggest styling change in its history, the 1957 Ford features two body sizes on two wheelbases — both longer, lower and wider than last year's models.

The Ford 1957

For the first time in its 52-year history, Ford of Canada will produce five distinctive series of Ford cars in two different sizes in its 1957 line, it was announced today by P. G. Willey, general manager Ford-Monarch Sales Division, Ford Motor Company of Canada, Limited.

Mr. Willey said the 1957 Fords "represent the biggest change in the modern history of the Ford car."

The 1957 Fairlane and Fairlane 500 sedans are nine inches longer and four inches lower than last year's comparable models.

"There has been no sacrifice of headroom inside the car in spite of their reduced height", Mr. Willey said. "The new frame extends

to the sides of the car, and this permits the floor to be lowered inside the frame rails.

"The design and styling are new from the ground up. Every dimension is changed. Wheels, frame, rear axle, drive shaft, engine, and every inch of sheet metal in every body style are definite departures from past models", he explained.

Riding ease has been greatly improved by using a longer, wider frame with lower pressure tires on wider treads, and employing redesigned ball-joint suspension in front and outward-mounted longer leaf springs in back.

"Durability is built into the 1957 Ford through stronger alloy metals greater use of insulation and sound-deadening materials, longer-wearing fabrics and plastics, and strengthening of mechanical parts", Mr. Willey pointed out.

For 1957, a special high performance V-8 engine is available as an optional power plant on all Ford cars. The engine, called the Thunderbird Special, develops 245 horsepower, and is equipped with a four-barrel-low "silhouette" carburetor.

Standard engine for the Fairlane and station wagon series is the 212 h.p. Thunderbird V-8. A 190 h.p. V-8 is standard for the Custom and Custom 300 series. Both have two-barrel carburetors. In addition, the 144 h.p. Mileage Maker six is available in Custom, Custom 300 and some wagons. All engines can be ordered with standard, over-drive or Fordomatic transmissions.

Advanced design of the engine's carburetion, combustion chamber, and exhaust system, plus tepped-up compression, provides increased operating economy in all models. The dry-type air filter, carburetors, intake manifold, intake valves, camshaft, and distributor are the new components which give Ford increased performance.

Ford's new styling starts with

wide hooded headlights and a forward slanting grille, and includes streamlined wheel openings, a windshield that wraps further around the sides for better visibility, distinctive fins at the rear, and contoured sides that give the car a sculptured look.

"Hardtop" styling is the trademark of the conventional two door and four door sedans in the Fairlane and Fairlane 500 series. The effect is achieved with thin side pillars. Ford's true pillarless "Hardtops", the four door and two door Victorias, also are offered in these series.

Station wagons have flatter roof lines with a contoured step-down midway back from the windshield. At the back, the rear window and liftgate wrap around and sides to provide 20 per cent more opening for bulky loads. A new latch opens the entire tailgate with one pull, and the liftgate swings up automatically on concealed torsion bar springs.

Special side mouldings and ornamentation distinguish each of Ford's five series, which are available in 19 two-tone paint combinations of 13 solid colors. Inside, upholstery is color-matched to the body's paint.

Ford's pioneering safety features introduced in 1956 have been improved. There is a new safety instrument panel with recessed control knobs clustered directly ahead of the redesigned deep centre steering wheel. Instrument panel and sun visor safety cushions are available, and the crash rear view mirror is continued. Safety door latches have been reinforced to withstand greater impacts. A three and one-half inch impact absorbing area is provided over the steering column by the new safety steering wheel, which is one inch smaller in diameter. It is mounted lower in the car for the best driving position.

Roofs have been strengthened with steel centre bows. Hoods are hinged at the front for easier engine servicing. The hood release has been moved inside, beneath the instrument panel, making the engine compartment tamper-proof when the car is locked. The fresh air intake has been moved to the cowl in front of the windshield so exhaust fumes are not drawn into the car.

For 1957, Ford offers a broad range of optional features including power-operating steering, brakes, seats and windows, as well as air conditioning, tinted glass, 6 and 8-tube radios.

Let Them Grow, Drive Slowly

There is only one sensible way to get at the problem of killing youngsters in traffic and that is to put everyone to work on it. We have to share the safety job with the Province of Quebec Safety League. As parents we have to be absolute-

ly sure our children have a clear understanding of the dangers of playing near traffic. As drivers we always have to be on the lookout for the small fry and able to stop in time to avoid any unforgettable accident. And the children themselves have to remember to obey all traffic officers, school patrols, traffic signs and signals. If any of us drops our guard, we're asking for trouble.

Microwave Link Across Canada

An invisible "skyway" will add another dimension to the vital communications facilities linking Eastern and Western Canada when the Trans-Canada Telephone System's microwave network from Toronto to Winnipeg goes into service on network now being constructed across Canada by members of the Trans-Canada Telephone System.

The entire network, when completed in the first half of 1958, will stretch 3,900 miles from Sydney, N.

S., to Victoria, B.C. Comprising 139 radio relay stations and requiring over 20,000 vacuum tubes to operate, the system will make possible a coast-to-coast television network as well as supplying sufficient telephone and other communications circuits to meet Canada's needs far into the future.

Inauguration of CBC television service between Toronto and Winnipeg on September 30 will be marked by an hour-long afternoon telecast featuring events taking place over the length of the existing network. Pick-ups will be made in Quebec City, Montreal, Ottawa, Toronto and Winnipeg.

The Toronto-Winnipeg microwave chain consists of 42 relay points along a route which parallels Highway 11 through Northern Ontario. At each site are massive steel towers ranging in height from 50 to 350 feet, with antennae shaped like giant sugarcoats on top of each. Tallest tower is located at Olive, Sunday, September 30.

The 1,200-mile communications system will be used by the Canadian Broadcasting Corporation to bring live television programs to television stations in North Bay, Sudbury, Port Arthur and Winnipeg for the first time, and will also provide scores of new long distance telephone circuits.

Opening of the new microwave link will be an important step forward towards completion of the world's longest single microwave way, 40 miles north of North Bay, and weighs 120 tons.

Speeding across the countryside with the speed of light, the invisible microwave signals carrying television programs and telephone messages will take only a fraction of a second to traverse the 1,200 miles between Toronto and Winnipeg.

Construction of the new microwave chain took almost two-and-a-half years, with hundreds of people — ranging from Indians to college students — being engaged in the project. The Indians were used in Northern Ontario to clear six-acre fire-breaks at several sites; the college students conducted some of the transmission tests along the route.

Special alarm and control equipment, which can answer questions and obey orders as well as call for help, is used to "man" many of the relay stations on the far-lung network. While trained attendants are on duty at a few key stations, the others are looked after by remote control.

Another protective feature of the network is automatic switching to a stand-by microwave channel should the picture signal fade on the channel being used.

Spur lines can be provided to serve television stations in centres not located on the basic trans-continent-

al system. Across Canada the system already planned will add another 550 miles and 28 relay stations to the main coast-to-coast "skyway".

Next link to go into service will be the Saint John-Moncton-Halifax section, in December of this year. The Winnipeg-Regina section is scheduled to go into operation March of 1957, the Regina-Saskatoon section in May of 1957, the Regina-Calgary section and the Edmonton - Calgary - Lethbridge section in September of 1957, the Quebec City-Saint John section and Hardwood Hill, N.S. — Chatham, P.E.I. section in December of 1957 and the Calgary-Vancouver - Victoria section by mid-1958.

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HOW to get a Friendly Loan at NIAGARA FINANCE

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

Who can get a Niagara Friendly Loan?—Anyone with a reputation for honesty and the ability to repay.

How much can be borrowed from Niagara?—Up to \$1500; sometimes, more.

How quickly can I get money?—Sometimes in 20 minutes; within 24 hours for most loans.

How long can I take to repay?—In the table below, there are just a few of many plans. They will give you some idea of time periods allowed for different amounts... from 4 to 24 months. And for all people who have uneven income during the year, such as farmers and schoolteachers, special payment schedules may be arranged on loans above \$500.

Are all loan charges the same?—Up to \$500 generally, yes; but remember, at Niagara, you get life insurance at no extra cost.

Above \$500, the larger the amount and the longer the time—the lower the rate. Compare... often you'll "buy" more money at less cost at Niagara.

Is Life Insurance on loans worthwhile?—Yes, here is a real family peace-of-mind feature. At no extra cost to you, loans of \$1500 or less, are life-insured. Be sure you get this protection when you borrow.

Does a friend have to "back" my loan?—No, seldom do borrowers prefer an endorsed loan. And bankable security, of course is not needed.

How many ways of borrowing are there?—You can use any of these four Niagara Loan plans. 1. On cars, trucks, etc.; only owner signs. 2. Husband-and-wife, on furnishings. 3. On business equipment. 4. On farm stock and equipment.

Can I have a private interview?—Yes, your interview at Niagara will be private, courteous, and friendly.

Why do people borrow money?—A few reasons are: to consolidate a group of small debts; to reduce large payments for car and truck repairs; to meet emergencies; to repair or modernize homes; to enlarge a business; for seed, stock, fertilizer for farms; and to take advantage of low prices, when cash is paid.

Do many people borrow?—Yes, in Canada, 1 family in 4 borrow each year.

YOU PAY LESS FOR MANY FRIENDLY LOANS. Table with columns: YOU GET CASH, MONTHLY PAYMENTS (6, 12, 15, 20, 24), and rows for loan amounts from \$100 to \$1500.

YOU CAN MAKE EVEN-DOLLAR PAYMENTS AT NIAGARA (FEW EXAMPLES). YOU GET AND YOU PAY: \$105.75... 12 months at \$10; 424.03... 15 months at \$33; 919.35... 20 months at \$55; 1483.20... 24 months at \$75.

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