

In the army

A new policy permitting greater flexibility in the organization of VOL. XXVIII - No. 27 official Militia bands is now in ef-

er or funds allotted.

In the past, some units which were allowed a unit band were scattered in different communities, making it impractical for a band to How Safe is operate for the benefit of the whole unit. The new regulations permit dispersed sub-units to form their own bands in their communities as long as the sub-units are no small-

er than a squadron, battery or company. Such a band will function on a separate establishment, but will in the room. be considered an integral part of the parent unit. The new regulations apply to mi-

litary brass bands, pipe bands, fife and drum bands and trumpet and bugle bands.

The formation and status of unofficial bands is not affected by the lamp and appliance cords. new order.

In the Air Force

squadron based at Uplands, near Air_Division in Europe.

Decked out in camouflage paint and carrying a replica of the NATO flag on the tail-plane, the Canucks of 445 are being readied for their long flight across the Atlantic in November. The flight of the Up-carry toasters and other applianlands squadron, and of three others ces safely — and be sure those apto follow, will be known as Operation Nimble Bat.

Though other Canucks previously have flown across the Atlantic, this marks the first time that the big two-seater jet fighters have flown the ocean route to Europe en masse. circuits.

445 Squadron will be located at the Air Division's No. 1 Fighter current on. Use automatic cut-off Wing at Marville, France, where type, if possible. Put it in a safe it will replace one of the three Sa- place to cool. bre squadrons now based there. A single CF-100 squadron will be located at each of the four RCAF bage pails, or wood boxes. operational bases in the Air Division. As each Canuck squadron arrives in Europe it will replace a Sabre squadron and aircrew thus displaced will be available for fly-

ing duties elsewhere. As a direct requirement for an all-weather interceptor force in the European NATO air defence organization, Canada is providing the four RCAF Canuck squadrons.

ple.

In the Navy

he hel oter crews of HS-50, the Royal Canadian Navy's helicopter anti-subma- sely for defects. rine unit, have taken it in thier stride. Because of the urgency to complete the chain of stations, one of three such warning lines that will extend across Canada, the naval helicopter unit interrupted a fall and winter anti-submarine sea training schedule to go to the assistance of the RCAF in the airlifting of personnel and equipment involved n the Mid Canada Line. About 50 officers and men are serving with the unit, which is baschen. ed at Knob Lake in Labrador. The helipcoter migration took place the weekend of September 22 with four stops along the 850-mile flight route. The RCAF airlifted the associated ground crew, equipment and spares. The naval aircraft, six HO4S-3 Sikorsky types, were flown early in September from the aircaft carrier Magnificent to HMCS Shearwater, RCN Air Station, near Dartmouth, where their sona equipment was temporarily removed and other equipment to assist them in northland transport duties was fitted. in waste basket. The journey to Knob Lake began from there. Naval personnel are accommodat-Their primary mission is to fly from Knob Lake construction workers, technicians and food supplies to the varous sites in Labrador. HS- over nails. 50 is the RCN's experimental anti-

Your Home?

LIVING ROOM -Keep plenty of clean ash trays -Be sure inflammable curtains or drapes cannot blow over ash trays, electric bulbs, kerosene lamps, gas or candle flames. -Have fireplace screen to check

sparks. -Watch for breaks or wear in

-At Christmas time, or holiday seasons, take extra precautions to safeguard your home against fire

in dried-out trees or decorations, CF-100 Canucqs of the RCAF'S or from poorly constructed or worn-No. 445 all-weather intercepter out circuits of decorative lights. -Be sure electric circuits are Ottawa, are being given new paint sufficient to carry peak loads jobs in preparation for their re-lo- reading lamps, radio, electric heatcation with the RCAF 12-Squadron ers, etc. Consult a good electri cian.

DINING ROOM

-Use electric candles to avoid hazard of open candle lights near combustible decorations at parties. -Be sure electric circuits can pliances have a recognized label when you buy them.

KITCHEN

By proclamation, Governor Genewant to extend or alter existing -Don't leave electric iron with

-Snuff matches carefully. Don't throw them into waste baskets, garage pails, or wood boxes. —Don't use or keep inflammable taken a toll of 4,856 lives and have cleaning fluids in kitchen - or seriously injured 16,000 persons. The anywhere in the house. 13-Guard against spontaneous decade has been \$800,000,000.

ignition fires by keeping oily rags, No less shocking is the picture of or cloths saturated with furniture Canada's fire loss position in relapolish, paints, or wax, in closed me- tion to other civilized nations. The tal containers, preferably not in a latest available comparative interhot, closed closet or cupboard. Keep national record of per capita fire waxers and floor mops in cool losses, according to the office of the open spots, on a porch, for exam- Dominion Fire Commissioner:

-Be sure coal or wood stoves are 3. Norway 2.44; 4. Denmark 2.34;

From submarine-hunting off Ca- at least 18 inches from walls and 5. Switzerland 1.70; 6. U. K. 1.10; floor under stove. Watch your sto- .48; 13. Italy .32.



The DRUMMONDVILLE

Journal Dedicated To Free Speech

DRUMMONDVILLE, FRIDAY, OCTOBER 5th, 1956

Here above the group who will preside over destinies of the Provincial Hockey League this year. Mr. Gerard Cournoyer, Q.C., of Sorel, has been re-elected president of the circuit in which Drummondville once more will have a powerful team coached by Eddie Vigneault. The Dragons are scheduled to resume training tomorrow night. The other teams of the league are Granby, Victoriaville and Sorel.

Observe Fire Prevention Week Oct. 7

Figures Down Below Are Shocking For Canadians.

-Consult electrician when you

cal Vincent Massey has designated October 7 — 13 as Fire Prevention Week. It is, as His Excellency points out, an imperative reminder of the increasing need for the control of

fire and its hazards. In the last ten years, the proclafinancial loss of 623,223 fires in the

1. Canada \$5.86; 2. U.S.A. 4.56;

nada's eastern seaboard to transport duties on the Labrador portion of Blace an incullated metal hore of 1.10, 0. 0. R. 1.10, 7. France 1.06; 8. West Germany .84; 9. Ireland .83; 10. Austria .70; 11. the Mid-Canada early warning line Place an insullated metal base on Netherlands .69; 12. Puerto Rico studies such as A Portrait of Ed- nada.

"CBC Stage" before. 10.00 p.m. CST; 8.00 p.m. EST; 9.00 dule will have undergone its most nada. p.m. AST; 9.30 p.m. NST.

Not Pleased With

rance, charge a young Italian New

"Canada is such a big man, with such a little brain," say Anthony and Maria Parelli, who emigrated from Italy last year. "In our year brute, to find some common ground inversation, but without suc

On This Occasion, The Guest Speaker Will Be Hon. Johnny Bourque. — Many Delegates From Other Canadian Legion Sections To Attend Ceremonies.

It is now official, the Cenotaph Mayor Marcel Marier, Mr. John erected in St. Frederic Park, in the Macpherson, Canadian Legion local center of Drummondville, will be president, Reverend Perry, rector unveiled on October 14th in a ce- of the United Church, Rvd. Gerremony which will bring many de- main Farley, Canadian Legion's legates from other Canadian Legion chaplain, Mr. Trudeau, provincial sections. This Cenotaph, which Vet's president of the Legion, and Mr. and the whole community will be Benoit Lachapelle, president of the proud of, is said to be beautiful and Cenotaph Committee and one of the artistic. No photograph was availa- hardest workers in the movement. ble but officials said the unveiling The programme of the ceremonies will provoke and agreable surprise. has not been published yet but a

It was announced that Hon. John- spokesman put it this way: "That ny Bourque, Minister of Land & will be a day of which the souvenir Forests, has promised to come here will last long". Public as a whole on October 14 to address the audi- is invited to attend unveiling, paence. Himself a Vet, Hon. Bourque rade and other ceremonies in order will be the right man in the right to pay an equitable tribute to thoplace. Will also speak on this uni- se who fought and died for their que occasion: Mgr. Paul Mayrand, country.

Nation-Wide Exchange

The new season just begun gives in the five cities and to listeners the eastern-Canadian listener who everywhere-will become apparent dern dramas by Canadian masters is looking for the finer things in as the season gains momentum. It of the art of writing for radio, such evening radio entertainment a can be predicted that there will be as Len Peterson, George Salverson chance such as he has never had some healthy competition between and Charles Israel, modern French before to enjoy and judge artistic the radio play-acting corps of the and Scandinavian works, character talent in all the main regions of Ca- five centres, since they are now to appear side by side in the same lis-

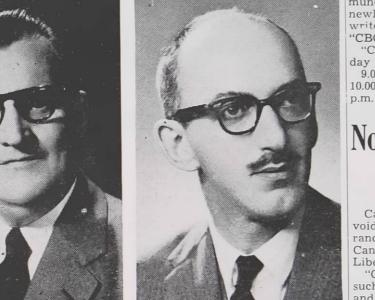
mund Kean by Nathan Cohen, and This is only one of several signi- tening periods. Likewise, the munewly-submitted work by Canadian ficant aspects of the CBC Trans- sicians of the Halifax, Winnipeg writers who have not contribute to Canada network schedule which and Vancouver symphony orcheswent into effect on September 30th. tras will doubtless find a new chal-"CBC Stage" is heard every Sun- By the end of October or early No- lenge in the knowledge that they day night at the following times: vember, when all the changes and are being heard every week by lar-9.00 p.m. PST; 10.00 p.m. MST; additions have been made, the sche- ge audiences throughout eastern Ca-

> radical revamping in some years, The listeners, meantime, will be as far as programs of this type are busy enjoying the feast, comparing concerned. one city's artistic accomplishment

Every week this fall and winter, with another's and getting to know in the evenings between 7.30 and groups of musicians and players 11.00 p.m., Trans-Canada listeners many of them have never heard be-Canadian Life will be able to hear at least one fore.

program of drama and one of sym- For years the CBC has been enphony music from each of the couraging artists in such cities as CBC's five principal production Halifax, Winnipeg and Vancouver void of culture, beauty, and tole-to Winninger and Vancouver to, Winnipeg and Vancouver. broadcasts intended primarily for These will all be "live" produc- listeners in their own regions, but Canadian couple in the October tions from CBC studios. They will in the hope that warrant providing

be in addition to the major sym- them with a national audience. Maphony, drama and opera presenta-tions of CBC Wednesday Night, dually incorporated in the national the weekly broadcasts by the To- network but usually not a peak lishere in Winnipeg we have tried to ronto, Winnipeg and Vancouver tening times. The listeners in Onmake friends with this lumbering symphony orchestras, and the four tario who wanted to see how the weekly half-hour recitals. (On the Vancouver or Winnipeg radio play-Dominion network, again this sea- ers were getting along had to stay



Mr. Romeo Adam and Mr. Paul H. Moisan, president and member of the Drummondville School Board, who have been appointed as deleto the Federation of School Boards' Convention which is held in Rimouski this weekend.

gnificent. Carelessness

ment, matches and cigarettes, kero- on ruber or flexible tubing. sene and gas. Twenty children die each year in fires because they ha- sets. ve been left at home unattended by their parents. Another ten die because they were allowed to play lectric circuit apply here. Be ca-

with matches. Thirty Canadians are reful of possible shock hazard if killed every year in fires caused you touch a metal electric switch, them. by careless smoking habits alone, outlet or appliance while you are points out the Province of Quebec (Continued on page 6) Safety League.

ve-pipes, pipe collars and flues clo-This was the unenviable record published in 1952 by a UN commit--Always inspect stove before tee. Unfortunately, as the Joint Fire leaving house

Prevention Committee of the Asso--Put ashes in metal containers. ciation of Canadian Fire Marshals -Don't let grease accumulate on and the Canadian Association of Fistove — keep grease fires in pans re Chiefs points out, Canada's reby using tight lids or covers. Salt cord is worsening. can be trown on grease fires.

Figures for 1954 show our per ca--See that window curtains and hanging towels cannot blow into pita loss to be \$6.01.

Alarmed by the situation, the gas flames or over hot stove. fires. Don't keep kerosene in kit- provincial and municipal fire ser-

cleaner or dustpan into a stove of fire prevention and control, par- Haworth and M.s. Thelma Awcock. dio drama. with fire — or into a burning inci- ticularly during Fire Prevention The trio has devoted itse f for manerator. Dust is explosive. Wrap Week.

up dust and dispose of it safely. Don't leave your small children at home alone. YOUR BEDROOM

-Don't smoke in bed. tobacco carefully in ash trays, not tragically involve women and child- a \$7,000 objective.

ren — lives that might have been -If you awake at night and spared had the simplest rules of

smell smoke, feel your bedroom safety been followed. door before opening it. It it's very Bringing the story directly to the Great Chicago Fire of 1871. It ed in the RCAF barracks at Knob hot, don't open it, (gases, heat and the public is the great army of Ca- is observed at the same time in Ca-Lake but groups operating out of moke may kill you). Don't jump nada's 25,000 firefighters - profes- nada and the United States by prodoor, to impede spread of fire. —Don't string electric cords or The banner they bear reads: the United States. This year, furth-the United States. This year, furth-er in commemoration of its obserwires around room, under rugs, or DON'T GIVE FIRE A PLACE TO vance, the Canadian Post Office De-START.

-Watch lam or appliance cords And, giving utterance to the help- (October 9), issue its first special there are some obvious symbolic submarine unit and was formed on for dangerous wear - and don't less children and women and all Fire Prevention Stamp. July 4, 1955. Since then it has ope- roll beds or heavy furniture over who innocently suffer: DON'T

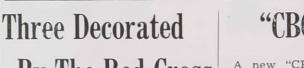
rated from Shearwater and the Ma- them -Don't place ash trays or heaters HAZARDS OF FIRE. where curtains or drapes may blow

over them -Gas heaters should be perma-

by careless use or maintenance of let, with metal piping if possible, a family may be wiped out? ... Of orgasizations. electrical apparatus, heating equip- and a shut-off valve on metal, not such can be the terrible price of somebody's carelessness.

-Don't light matches in your clo-

YOUR BATHROOM -Precautions for heaters and ethe cause - this newspaper among fires"



"CBC Stage"

ny years to their task and the

carelessness, public education is deemed the most effective way of

In the main, the hazards are ca- suggested by the Association of Ca- the tale is often confused and sorelessness and thoughtlessness. Who nadian Fire Marshals - represent- metimes self-contradictory. quate for all appliances and an elec-tric heater if you use one. to think that it may destroy a who-le community? Or who, inserting a

is the belief of the firefighters and ing the issue, it will "emphasize the their roots (the refugee after all the many organizations and services importance of reducing the need- is a typical figure in our world) and

Traditionnally Fire Prevention Week is the full calendar week in- START!

Last Monday at Manoir Drummond, the Chamber of Commerce was gi ving its first monthly lunch of the year. Many guests, ladies and men alike, attended the event to hear the guest speaker, Mr. Gerard Delage, a Montrealer well known in the business and TV circles. Mr. Delage spoke about tourism, a problem which he is familiar with.

country sound like the answer to a workingman's prayer. But one symphony orchestras.)

disillusioned friend told them,

an aristocratic French family. The than in their native Italy, they also the CBC. Canadian Red Cross had chosen an aristocratic French Land and in the found many Italian newcomers ex-Because most fires — and most this occasion to pay a deserved tri- French, Revolution and although ploited as construction workers.

deaths — are the result of human bute to these three co-operative la- Adelbert eventually became reco- And one day their nine-year-old son gnized as a German poet and writ- Italo ran home with a bloody nose. combatting the menace, especially We learned the results of the last where most dealus where most dealus are a transformed to the results of the last where most dealus are as a first and neuron quite felt at home. Some boys hit me", he said. "They have been are as a first and neuron quite felt at home. Dispose of matches and burning in the home, where most deaths campaign, \$7,777 to compare with accent and never quite felt at home called me a Wop gangster D. P. in Germany. The Napoleonic wars Though both Maria and Anthony created a great problem for him. He speak fluent, almost unaccented

ot fight against his English which Anthony learned to leave Berlin and take refuge feeling alive

with friends in the country. "The story of Peter Schlemiehl overtones in it, although Chamisso

30-ampere fuse into an over-work- port of the Canadian Association of that the fable of the lost shadow Four out of five fires are caused nently and rigidly attached to out-y careless use or maintenance of let with metal piping if possible, a family may he wine canadian Association of (a very old myth, by the way, and not one invented by Chamisso) could be made into a very gripping

As the Postmaster General, Hon. and meaningful radio play. Ours That the battle of public educa- Hugues Lapointe, said in announc- dowless men, men who have lost which contribute unstintingly to less waste caused by preventable sometimes their sense of belonging even if they are not technically refugees men who are groping for va-

DON'T GIVE FIRE A PLACE TO lues and don't know where they are going.

He Who Sells His Shadow is Henry Kreisel's first drama script for the CBC. It is a moving and thought-provoking study of character with social overtones. The play should prove a good example of the sort of script producer Ljungh intends to present this fall and winter on "CBC Stage"

"CBC Stage is going to deal more than ever this year with scripts best suited to radio", Ljungh says. "I'm going to show what a tremendous variety of subjects this includes. The scripts I am planning to use aren't tied down to dates yet, but you could call the whole series an adventure in dramatic entertainnent'

What is the essence of outstanding radio drama? "Good language and stimulation for the mind. The person who prefers radio drama is a person who likes to listen for the quality of the language and is willng to supply and use his own imaination'

The series will include fantasies, folk legends and fables, Greek classics, Shaw and Tommy Tweed, mo-

son, there will be two weekly pro- tuned until 11.30 p.m. to find out cess. Glowing reports from friends grams of fine music-a recital, and In the same way, the Winnipeg and

who immigrated here made this a symphony concert presented in Vancouver symphony broadcasts turn by the Toronto and Montreal have been heard for some years in an 11.00 p.m.-midnight period.

A major step to complete the pat- Why are programs such as these By The Red Cross A new "CBC Stage" series of "You can keep your belly full, but for the fall and winter on Trans- listening times in mid-evening? evenings, from 8.00-9.00 p.m. EST rellis say "It became increasingly Canada will be taken early in No- CBC's music director, Geoffrey this year, starts September 30th obvious to us that gum-chewing vember. At that time the Halifax Waddington, and CBC's drama suwith a fairy tale for grown-ups Canadians just arn't cultured peo- studios will start contributing a pervisor, Andrew Allan, explains Last Monday at the lunch given called He Who Sel's His Shadow ple. Not because they have no La weekly half-hour radio play and a that it is because they are now of don't pour kerosene on stubborn tion's firefighters (representing the

vices) last year joined hands to have the Halifax er audience than the one they have -Check automatic gas heater reg- establish the joint committee. Its citizens of Drummondville on be- once again will be Esse Ljungh and living in Rome amid centuries of studios sent radio drama and sym- been getting in the past. ularly. Turn off non-outomatic ty- members serve voluntarily and its half of the Red Cross association the author of the opening play is the world's greatest culture, they phony concerts to the national net- Years of planning for an intepe before leaving house unoccupied. simple purpose is to render public this interestional members serve voluntarily and its for their zealous co-operation with Henry Kreisel of Edmonton who -Don't throw flour, uncooked service by assisting in bringing to cereals or dust from a vacuum the attention of citizens the story Here attention of c ma and music programs from Van- and challenging fields of drama and

Although they found the standard couver and Winnipeg, brings to fine music - as well as in lighter Chamisso was born in 1781 into of living considerably higher here fruition many years of planning by music, talks and other forms of radio entertainment - are beginning

What it all means-to the artists to pay off.

be out again for some appointment. The most simple and effective answer is, of course: Reduced speed Greater at Night and good driving habits, and a sharp lookout for pedestrians and children on bikes who may have

cluding October 9, anniversary of his family returned to France in war, they feel as if they are not his family returned to France in war, they feel as if they are not mileage death rate is 216 to 3 times well as other vehicles with dim 1801. In 1808 he resigned a commis- treated as Canadians who have des- mileage death rate is 21/2 to 3 times well as other vehicles with dim sion in the German army and in cended from English, Irish and greater at night than in the day- light. Motorists should use the uppthe base on the airlift will live in from the window; wait for help, if sional and volunteer — the men clamation of the Governor General 1813, when anti-French feeling was forced dow must stored dow must st temporary shelters along the route. you can. If you leave room, close who, night and day, must stand of Canada and by the Preside t of to leave ... Borlin and take met keep this anyone realize that darkness means and dim them when another car is danger, stresses the Hon. Antoine approaching even though the on-They belive that Canadian child- Rivard, provincial Minister of coming driver fails to do so.

like more of their parents, Transport & Communications, in a

partment will, during the week is a fairy tale", says Kreisel, "but have much to learn about toleran- weekly release. Two out of three Walkers should not take it for However, the Li- city traffic deaths occur between granted when they see the headberty article concludes that in mak- sunrise and sunset. lights that the driver has seen them

always insisted that he hadn't put ing plans to return home as soon What is the cure? Increased alert- When there are no sidewalks they LEAVE US ALONE WITH THE The 5-cent stamp is in two co- them there consciously. That is as they have enough money, both ness and extra precautions are es- should walk on the left side of the lours, black and red. It was first quite possible, for the symbolism in agree, "We would sooner starve in sential to offset the poor vision road facing traffic and remember the centre of ancient and modern brought on by twilight and dark- that dark clothing at night is al-Rome than grow sheek and fat amid ness. The most critical time is from most invisible to the motorist. To -Be sure electric circuits are ade-for instance, striking a match, stops ing the fire authority of each of "When I read the story by acci-Winnipeg's corner of Portage and rushing homeward from work, so- should carry something white or rethe ugly, commercial buildings of 5 p.m. to 8. p.m. when many are stay safe in night traffic, they me people tired and impatient to flectorized or a flashlight.



We see here hon. Wilfrid Labbe presenting to Mr. Benoit Lachapelle the trophy captured at Victoriaville by Drummondviller Jim Innes, who won the Golf Tournament presented by the Canadian Legion (Branch No. 8) on September 23rd. This trophy was given by Dow Breweries represented by Mr. Leo Loiselle (first to right). At the extreme left and second to right : Mr. Claude Couture and Mayor Yvon utras of Victoriaville.





The DRUMMONDVILLE

"A Journal Dedicated to Free Speech"

- FCUNDED 1926 -The Drummondville Spokesman is Printed and Pub. porting consumer goods that are compelished Every Friday at 400 Heriot Street, Drummondville, Quebec, by La Parole Limited.

SUBSCRIPTION RATES Canada, one year \$2.50 Canada, six months \$1.50 a policy a cardinal sin. Actually it was the one of the thrillers in the an-

Department, Ottawa. DRUMMONDVILLE FRIDAY OCTOBER 5th 1956

Could Be Peasants

pounded a theory that it is all right for they can be as prosperous without a tariff mited. This was the first time that this new explosive, invented safe contained a considerable will have recognized that the one Canada to have an appalling high trade protecting Canadian industry as they are 34 years before in Sweden by amount in American Express point on which there was no de deficit. This, it is averred, is an indication now. None of them has stopped to realize deficit. This, it is averred, is an indication now. None of them has stopped to realize of prosperity and there is nothing to wor- that the Canadian prairies are benefited by terprising Mid-Westerner, in The cheques had been introry about, in the view of the pundits raised the general policy inherited from the days American Express, found that a few years before. They were in the shadow of John W. Dafoe.

free trade theories, and with the strong The Canadian wheat grower, despite the safe, to deaden the sound of full of them in the cloak room adherence of the Canadian government to his troubles with wheat pools and wheat the General Agreement on Tariffs and boards, is a prosperous person. If he were Napoleons and other coins lit-tered the floor. Trade.

when it can pay for it, but for several years Canadians would not be prosperous withback Canada has been paying for its im- out tariff protection for their manufac- tion, it is a continuous process and What has caused this wonder- index was moving forward at less ports with capital funds borrowed from turing industries. the United States. This is the same as going through an inheritance in riotous liv-ing. Canada is borrowing capital for in-vestment in oil wells, iron mines, and manufacturing industry. The funds it is re-ceiving for these purposes are being spent. Press writer thinks that, under free trade, for necessary goods including fruit, winters it would be pleasant to drop down to Far- both management and unions to ma- tainly provided the press-agents of prising. Profits of \$918 million in in Florida and a vast quantity of consu-go, North Dakota, and buy an automobile ke the transition as smooth as pos-sible. In Florida and a vast quantity of consu-go, North Dakota, and buy an automobile sible. mer goods. There is also, of course, a con-for thirty per cent less than the Canadian Now would seem a good moment Now would seem a good moment mer goods. There is also, of course, a con- for thirty per cent less than the Canadian to remember the words of the late to remember the words of the late sir Stafford Cripps, Chancellor of We cannot afford to ignore the morgain in profits. Indeed, where in ery and equipment that cannot be made would not have the price of an automobile the Exchequer in Britain's post-war Russian story - even though the 1955 profits totalled \$819 mil economically in Canada until our market at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until our market" at thirty per cent less, for his income would "No society on earth canguaran- until ou for such equipment is much greater than be based on a peasant economy, not a tee every worker his present job on a belt-line schedule in the short hundred cents per unit compared it is at present. The market, as always, de- mixed industrialization such as Canada he wished it so. Neither can any approach to the problem from the 195 pends on the population. When Canada has had at least since 1878.

PUBLIC NOTICE Everybody

CANADA

No. 11793

PROVINCE OF QUEBEC

Mtre Paul Roussea

Atty. for plaintiff.

DISTRICT OF ARTHABASKA

IN THE SUPERIOR COURT

A Cash Crop

has three or four times as much population as at present, it will manufacture many of the kinds of machinery that now have to be imported

What can be done about the adverse titive with goods manufactured in Canada. Many Canadians, including some who write their Parisian "home away from for the Winnipeg Free Press, consider such home" are aware that this venerroreign, one year.... \$3.50 Foreign, six months \$2.00 National Policy of a tariff to protect Can-Robbery in the Rue Scribe. Authorized as second class matter by the Post Office adian industry that was the foundation It was in April 1901. America of Canada's well-being.

There are people in Canada who be- and the Rue Auber converge lieve that Canada can go on forever having the Place Charles Garnier, les than a year. A pre-dawn phor its cake and eating it too. People in Win- call brought the manager down nipeg who have been brain-washed by Da-to the office on the run one morning, to discover the com The Winnipeg Free Press recently ex- foeism for the last fifty years believe that pany's iron safe had been dyna- well-known criminal named Eddie of Sir John A. Macdonald and confirmed some of the company's most all numbered and easily identi-This view, of course, is consistent with in a bipartisan way by the election of 1911.

a wheat grower in the Ukraine or in the tered the floor. The robbery was a financial convicted of the crime and sen-tenced to long terms on Devil's Traditionally Canada imports more Danube watershed, he would be a peasant. fiasco for its perpetrators, a Island.

Criminal History on the Rue Scribe

THE DRUMMONDVILLE SPOKESMAN, DRUMMONDVILLE, FRIDAY, OCTOBER 5th, 1956

This year more than a million tourists will troop through the front doors of a half-century old seven-story building at 11 Rue Scribe in Paris, across the street from the Opera. There they will greet friends, balance of trade with the United States is pick up mail from home, scan the visitor's book to see if they know to put some obstacles in the way of im- anyone else in town, and ask the clerks for everything from a ticket on the next plane to Rome to help **v**_____

But few, if any, of the millio who have made this building able structure was the scene of Express had occupied its offic in the building, which stands he triangle where the Rue Scr

Alfred Nobel, had been so used. travelers cheques, but not too bate was that we are living in a charge of the Paris office for duced to the traveling public just than it is across the line.

For men to seek to cling to such and in responsible editorial pages? gain. But for all that we are not all the evidence is economic luna- scientists and technicians from Rus- cheering as they are, do not seem

for the rest of his life - even if space of 10 or 15 years - but our with the 87 cents of the dollar of society guarantee every man pre- basis of our undeniable require- . If profits were not increased, cisely the job he would like to ha- ments in an era of tremendous in- what were the factors that may inevitable. Until Utopia arrives and Canadians are entitled to congra- vous. To be factual, it was only the this apparently improving we are able to control our climate tulate themselves on attaining a 1955 picture of the number of enthere will always be seasonal fluc- level of employment once consider- gineering graduates as opposed to tial gains that were not paralleled tuation and weather conditions will ed impossible without, as J. M. job vacancies that was unusual and by production, so that much



one which must be faced. ment and worry on public platforms than half that rate. Surely that is

nation was too backward for cen- in 1950 they totalled \$825 million dustrial expansion need not be ner- have qualified our satisfaction By June of this year practically continue to have an important bear- Keynes put it, "the socialization of pointed up the imbalance between this gain must have come from in ful not to do is allow satisfaction In that year, less than half the ably reflected in a dollar that can

of every 100 people in the civilian labour force were working. That, Just as inevitably, some provin-labour force were working. That, Just as inevitably, some provinsity production: but in the inter That is the record of approximately the last decade and it supports he contention that our current brainpower shortage, though seriwill in the future continue to leave supply well behind demand and result in more competitive bidding by management for the services of the graduate. This problem has to be faced squarely

Another disturbing factor is the genuine shortage of technicians. It s generally accepted that the ratio of trained technicians to profession al people engaged in industry should be two to one. Despite this, there are only five technical institutes in Canada of the type whose duty it is to produce technicians for industry, and their graduate output this year added up to less than 400. Even though these same schools expect to graduate nearly 600 in 1958 and other sources of technicians immigration and inplant schemesexist to swell the total somewhat. the ratio of technicians to university graduates is away out of kil-

"Viewing with alarm" is a hunan pastime, but criticism of a situation is of small value unless onstructive opinion is the end relt. Positive contribution to solu tion of the brainpower shortage the objective of the Special Com mittee on Education and Manpower of the aCnadian Manufacturer Association, which, along with othe similarly dedicated groups, has been chewing for some time now on the everal aspects of the problem. The committee's terms of refer ence are to review and study the urrent shortage of professional and technical personnel and, in co-oper ation with the federal and provin cial governments, the education authorities, and other interested bodies, make recommendations as



play will be Adrienne Allen, her

mother in real life.

be tackled on a national basis even al authority to the provinces. best Canadian team we can field.

Prosperity That Doesn't Prosper

Everything is moving upw opulation is expanding, perhaps as quickly as we mi hope. More people are emplo seven per cent more than in 1950. The gross national product, which is the value of all the goods and services produced in Canada, is half as much again as it was in 1950, while wages in manufact ing have increased 37% since then and this while the consumer price

creased prices, which are inevit-



electrical

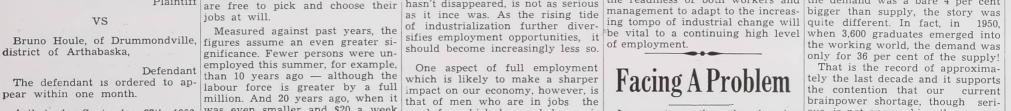
problems

pliances go on.

octopus outlets.

their job as unnecssary and liable our trained brainpower output be "Face Facts" — and Assure Forest's Future

every ablebodied Canadian had a ing on the total number of jobs investment." What we must be care- brains and machines. job. To be specific about it, 98 out available. IN THE SUPERIOR COURT Maurice Hebert, restaurator, of surely, is just about as close to full employment as it possible to get in such fluctuations than others. But In that f



employed this summer, for example, One aspect of full employment Defendant The defendant is ordered to appear within one month. Arthabaska Sentember 27th 105c was even smaller and \$20 a week Arthabaska, September 27th, 1956, was even smaller and \$20 a week need for which has ended, or is In recent months, the burning ous, is not approaching the propor-Roland Provencher, was an excellent wage, only 87 out ending. Few people like to think of Canadian question has been: will tions of a tragedy. However, we P. S. C. of every had a job.

Some slackening off in the months to disappear completely at some fu- increased sufficiently to keep p

immediately ahead is, of course, ture date. eYt. as with mechaniza- with the tide of technology

Trees and Tree Farming Provide

WINNIPEG-Right now forest industries are Canada's biggest business. The woods Operations, the pulp and paper companies, and the lumber mills together produce goods valued at some \$4 billion a year. They employ close 400,000 people and they annually pay out some \$11/4 billion in wages, more than any other Canadian producer. addition, they account for third of the nation's exports. To do all this, the forest in dustries annually harvest whopping 40 million cords of wood and purchase another \$500 million of mill supplies and agricultural products. Ye within the next 25 years it is estimated that the wood harvest will increase to some 65 or 70 million cords. Forestry is big business now, but it's going to get a lot bigger. These were the forest facts revealed at a National Forestry Conference held in Winnipeg this month. The Conference, attended by 150 representatives of leading national organizations studied the future of Canada's forests, especially how they should be used, managed, and conserved.

The conference was sponsored by the Canadian Chamber of Commerce, the Canadian Forestry Association, the Engineering Institute of Canada, and the Canadian Institute of Forestry. Its purpose was to bring together forestry experts, busincss men, government officials, and civic representatives to discuss ways and means of improving forest farming in Canada. The principal speaker was the Hon. Jean Lesage, Minister of Northern Affairs and National Resources, Ottawa.

J. L. Van Camp, secretary of the Conference and general manager of the Canadian Forestry Association called upon the Conference to frame a new in management, that is the it is the most important single against fire, insects, and dis-forward-looking forest policy growing and harvesting of step that individual Canadians ease. that will encourage forest man-

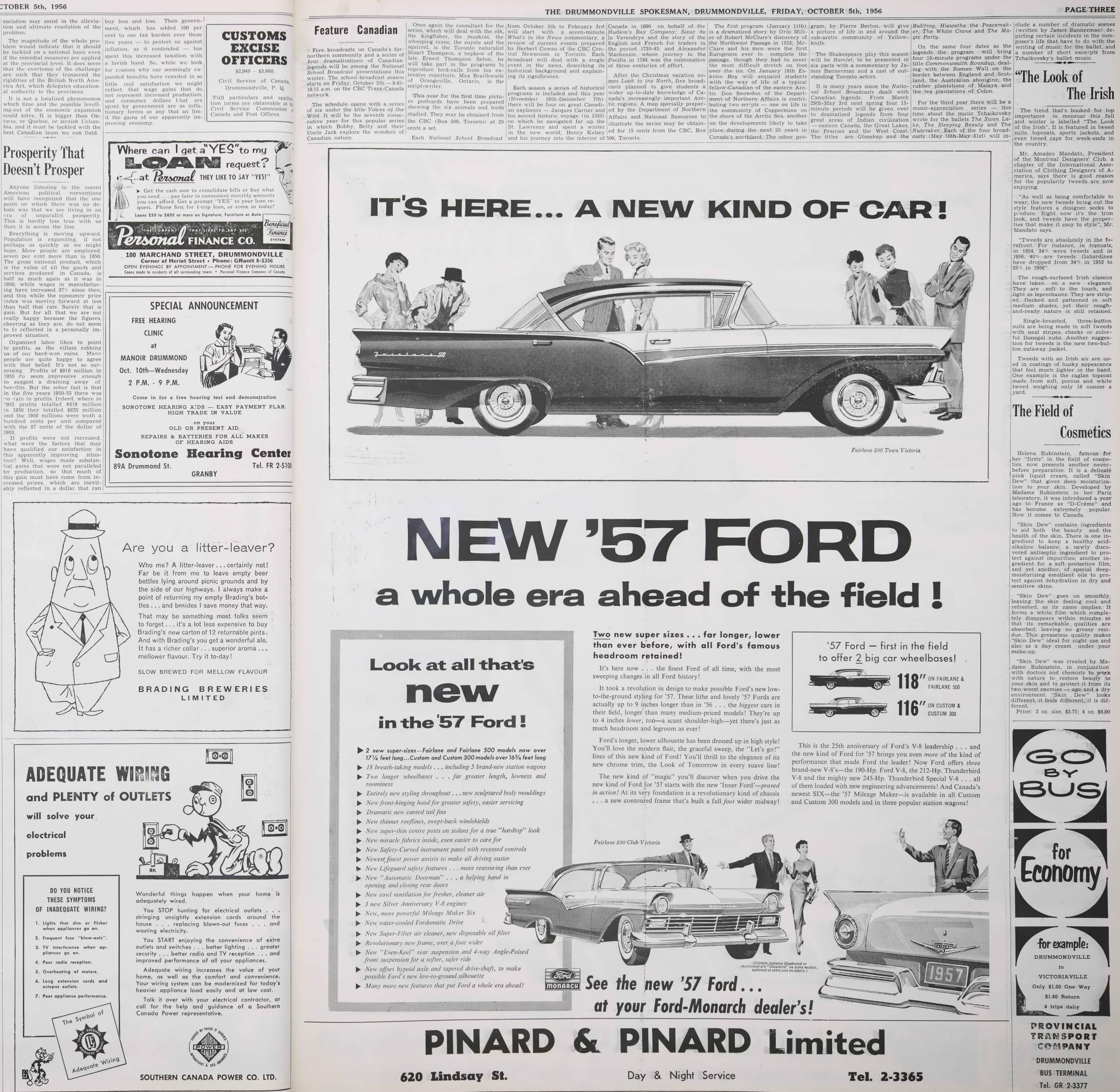
and then rot. The best kind of Speaking on the Tree Farm continuous crops, and that they apply for certification as a tree conservation is firmly rooted | Movement, Mr. Van Camp said | are protecting their woodlots | former.



Junior foresters from across Canada chat with the Hon. Jean Lesage, Minister o Northern Affairs and National Resources, Ottawa, at the National Forestry Conference in Winnipeg. They are, (from left to right) Ray Chesin, fire prevention poster winner, Winnipeg; Donald Stevens, tree farm owner, Woodstock, Ontario; Mervin McConnell, Ontario 4-H Club forest winner, Heathcote, Ontario; Mr. Lesage; Glen Nymark, High School Foiestry Student, Dryden, Ontario; Fred Bining, Boy Scout good turn demonstrator, Winnipeg; and Bruce Nicoll, Canadian Forestry Association Junior Forest Warden, Vancouver, B.C. (Upper right) A tree farmer admires his Tree Farm sign. Tree farms are managed woodlots that yield an annual saleable crop of wood. (Upper left) A pulp and paper company forester checks the growth of a young poplar at a company-owned forest research station.

trees on a perpetual yield have taken in active forest. The 'free Farm' Movement basis, just like a farm crop. In 1 anagement. Hundreds of was initiated and sponsored by "Forest conservation should this way we can keep our small and large private wood- the pulp and paper industry never mean forest preserva- forests green forever, and yet lot owners now display the and is administered by the tion," said Mr. Van Camp, reap a valuable harvest from Tree Farm sign as certification Canadian Forestry Association. "there is no point in permit | them-a harvest that generates | that they are growing trees on | Anyone with a woodlot they ting trees to grow, mature, die, wealth for every Canadian." a managed basis to provide are prepared to manage can

a society where men and women even this problem, although it are free to pick and choose their hasn't disappeared, is not as serious in the readiness of both workers and the demand was a bare 4 per cent



border between England and Scot- 667 land, the Australian aborigine, the

picting certain incidents in the com poser's life that have to do with the

PAGE THREE

The Irish

The trend that's booked for to the country.

Mr. Amadeo Mandato, Presiden of the Montreal Designers' Club. a chapter of the International Asso ciation of Clothing Designers of America, says there is good reason for the popularity tweeds are now

"As well as being comfortable to wear, the new tweeds bring out the style features a designer seeks to produce. Right now it's the trim look, and tweeds have the proper ties that make it easy to style", Mi Mandato says.

"Tweeds are absolutely in the forefront. For instance, in topcoats in 1954, 34% were tweeds and in 1956, 40% are tweeds. Gabardine have dropped from 34% in 1953 to 25% in 1956"

The rough-surfaced Irish classics have taken on a new elegance. They are soft to the touch, and light as leprechauns. They are striped, flecked and patterned in soft medium shades, yet their rough and-ready nature is still retained Single-breasted, three-buttor

suits are being made in soft tweeds with neat stripes, checks or colorful Donegal nubs. Another suggestion for tweeds is the new two-but ton cutaway jacket.

Tweeds with an Irish air are us ed in coatings of husky appearance that feel much lighter in the hand One example is the raglan topcoa made from soft, porous and white tweed weighing only 16 ounces a

The Field of Cosmetics

Helena Rubinstein, famous for her "firsts" in the field of cosmetics, now presents another never before preparation. It is a delicate pink liquid cream, called "Skin Dew" that gives deep moisturization to your skin. Developed 1 Madame Rubinstein in her Paris laboratory, it was introduced a year ago to France as "D-Crème" and become extremely popula Now it comes to Canada.

"Skin Dew" contains ingredient o aid both the beauty and the ealth of the skin. There is one ingredient to keep a healthy acidalkaline balance: a newly discovered antiseptic ingredient to proect against impurities; another in gredient for a soft protective film and yet another, of special deepmoisturizing emollient oils to protect against dehydration in dry and sensitive skins.

"Skin Dew" goes on smoothly leaving the skin feeling cool and efreshed, as its name implies. I forms a white film which comple tely disappears within minutes so that its remarkable qualities are absorbed, leaving no greasy-resi due. This greaseless quality makes "Skin Dew" ideal for night use and also as a day cream under your make-up.

"Skin Dew" was created by Ma dame Rubinstein, in conjunction with doctors and chemists to work with nature to restore beauty to your skin and to protect it from its two worst enemies — age and a dry environment. "Skin Dew" looks lifferent, it feels different, it is dif-Price: 2 oz. size, \$3.75; 4 oz. \$6.00







PAGE FOUR

world.

Discoverer Passes At 84

ver, N. Y. It was the result of two years of research in which he tested thousands of strains of antinomycetes, isolated from soil samples collected from many parts of the

In its clinical test, Aureomycin proved effective against many infections that had failed to respond to or had become resistant to the Sulfonamides, Penicillin and Strep-

Dr. Duggar was born in Gallion, Alabama, in 1872, the son of a Doctor. He attended private school and studied with tutors. Subsequently he entered the University of Alabama which he left to join the Mississippi State College to study the Biological Sciences.

His education included a Bachelor of Science Degree from Mississippi A and M College; Master of Science Degree from Alabama Poly technic Institute; Bachelor and Ma-s ter of Arts Degrees from Harvard niversity; and a Docto's Degree from Cornell University. He also studied in Europe, and taught at the following: Radcliff College, Har vard, O Cornell, University of Missouri, Washington University in St. Louis and the University of Wisconsin where he was Emeritus Pro-

Early this year, Dr. Duggar was granted an honorary Doctor of Science Degree from the University of Wisconsin. The fourth such Degree he received in recognition of his work. The others included honorary Doctor of Law Degree from the University of Missouri, honorary Fellow of the International College of Surgeons and honorary Doctor of Science Degree from Washington University in St. Louis. In 1943, Dr. Duggar, past the retirement age specified by State Law, retired as Professor of Botany at the University of Wisconsin. He then joined Lederle Laboratories as consultant to the Mycology Department. He agreed to stay with the Laboratories for five years but remained because of Aureomycin, and research in other directions. One, a long range project, was the possible application of Antibiotics to plant diseases for use in Agri-

His survivors include his wife, Elsie, and daughters, Mrs. John F. Adams, Hamden, Conn.; Mrs. David Saunders, Madison, Wisconsin; Mrs. Charles Plunkett, Long Valley, N. J.; Miss Gene Duggar, St. Louis Mo.; and sons Benjamin M. Duggar, Jr., St. Petersburg, Florida; George D., Belmont, Calif.; and 1 grandchildren.



WITH \$18.00 and some disposition: for the sale, you can assure your self an income of \$50. - \$75. pe week and even more. 225 guaran-teed products. Toiletries, Medicines, Culinaries, Tea, Coffee. Adantageous commission. JITO: Dept 3. 5130 St. Hubert, Montreal WANTED - A good salesman for progressive company. Generous

ommission. Interesting territory For details and free catalogue, write e: Familex, Dept. A, Station C,

Special Rates Rail Fares SHERBROOKE WINTER FAIR OCT. 8-13 FARE AND ONE-HALF For The Round Trip Good going-Sat., October 6th to Sat., October 13th inclusive. Return-Leave Sherbrooke not later than midnight, Sunday, October 14th. Full information from any agent Pacifique Canadien YOUNG MEN

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

THE DRUMMONDVILLE SPOKESMAN, DRUMMONDVILLE, FRIDAY, OCTOBER 5th, 1956 Dr. Duggar's affiliations were: Vice-President, 1912, 1914, President crown gall. Dr. Duggar's affiliations were:
Chairman, Division of Biology
and Agriculture, National Research
Council, 1925-26.Vice-President, 1912, 1914, President
1923.crown gall.
He is the author of "Fungus Di-
seases of Plants", "Plant Physiolo
gy", "Mushroom Growing", and
ioint author (Smith, Gilbert, E-
ratory, Woods Hole, Mass.; Ocean-Vice-President, 1912, 1914, President
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he is the author of "Fungus Di-
seases of Plants", "Plant Physiolo
gy", "Mushroom Growing", and
ioint author (Smith, Gilbert, E-
ratory, Woods Hole, Mass.; Ocean-antibiotic, Achromycin (Tetracy-
and Agriculture, National Research
Merican Chemical Society.
Society for Plant Physiology,
President, 1946-47.on a college degree, reports T
antibiotic, Achromycin (Tetracy-
icularly recalcitrant veneral di-
sease known as lymphogranuloma
venerum. The latter was one of
feeds, for hogs, chickens, turkeysantibiotic, Achromycin (Tetracy-
antibiotic, Achromycin (Tetracy-
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produced — is itself processed into
was shown as lymphogranuloma
venerum. The latter was one of
feeds, for hogs, chickens, turkeysantibiotic, Achromycin (Tetracy-
antibiotic, Achromycin under clincal
produced — is itself processed into
was more or less in balance with
the universities' output. ratory, Woods Hole, Mass.; Ocean- President, 1946-47. of a textbook of general botany. The earliest diseases treated with The discovery of Aureomycin has and dairy calves. Aureomycin has But right now there are me dicoverer of the antibiotic Aureo mycin Chlortetracyline, died re-cently at Grace Memorial Hospital, New Haven, Conn. In 1945, Dr. Duggar, then 73, ma-de his discovery of Aureomycin at the the discovery of Aureomycin at the specific tive of National Academy the time they had a cure for a circus the time they had a cure for a circus the time they had a cure for a circus the time they had a cure for a circus the time they had a cure for a circus the time they had a cure for the time the time they had a cure for a circus the time they had a cure for a circus the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the universities' output. But right now there are months the universities' output. But right now there are months the time they had a cure for a circus the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time the time they had a cure for the time they had a cure for the time the time they had a cure for the time they had a cure for the time they had the time they had a cure for the Dr. Benjamin Minge Duggar, 84, ographic Institute, Woods Hole, Society for Experimental Biolo-

Botanical Society of America, tion on plants, growth relation in tain spotted fever, typhus and Q- reomycin which resulted in a new tion, as untreated food. The mash, industry placed such a premium

Brains Needed In 1945, Dr. Duggar, then 73, ma-de his discovery of Aureomycin at the Lederle Laboratories of American Association for the Ad-can Cyanamid Company, Pearl Rit

INTRODUCING





BALANCED - RIDE

Here is a new car—a fresh car—a car that seems to say, "Let's go! Let's make a clean break with the past." And the magnificent 1957 Meteor does just that through all 24 models in five great series. Here is big car power -up to 245 hp. Here is big car comfort with new exclusive Balanced Ride-engineered for perfect balance of power, body and frame. Here is new boldness that shows in every clean line. For Meteor for '57 is more than just newit's magnificent. See it now at your nearby Meteor showroom.

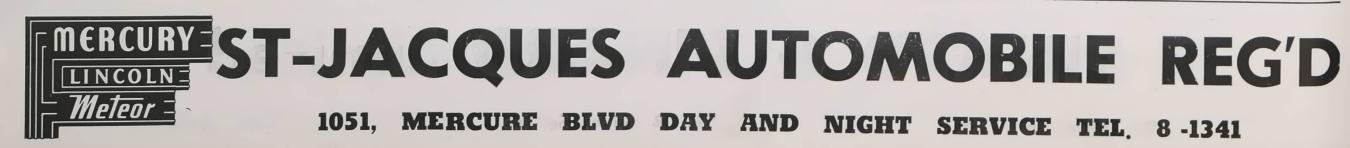
The Rideau 500 Series-newest and finest in the 1957 Meteor family. New, longer 118" wheelbase, unsurpassed in the low price field. METEOR-ONE OF FORD OF CANADA'S FINE CARS

magnificent

SEE IT NOW!



SEE THE MAGNIFICENT 1957 METEOR AT YOUR NEARBY MERCURY . LINCOLN . METEOR DEALER



feeds, for hogs, chickens, turkeys the universities' output.

A song is more lasting than t Padriac Colu

Cash Loans Compressed

in the past have been able to ob- cast how far-reaching the effect of auspices of the Canadian Consumer tain cash loans from government- the restrictions might be, nor how Loan Association held at Toronto licensed lenders will be unable to do so after the end of the year. many Canadian families would be affected. Normally such services a-attended by representatives of com-Legal consumer loan service a- re used by one family in every ni- panies doing approximately 95% of cross Canada will be reduced; in ne in Canada.

of Parliament's protracted session, public will be reduced".

manent injury.

A large number of Canadian wa- Neither the Association nor indi- the Cabinet:

Canadian Consumer Loan Asso- borrowers" President C. M. Cawk- Resolved: ciation members, meeting in Toron-to to-day, agreed that the small borrower would be affected in this way by restrictions imposed by Fe- n considering loan aplications and when the changes in the Small deral Statute, on his ability to ob-tain loans. Changes in the small fitable sizes. Accordingly the ser-will be a substantial contraction loans law, passed in the dying hours vices which they can provide the in the instalment loan services now

Garden-Graphs

by DEAN HALLIDAY

If your evergreens have made weevil damage. If there is evi-

extra heavy growth since their dence that weevils are working

spring pruning, prune them in your trees, spray them im-

again. Trim and shape them just mediately with DDT. Direct the

ond growth late in September. will discourage the female wee-

ing until they are all out of been badly damaged by the wee-

shape, and then try to bring vils, as shown in the Garden-

lar forms, stub ends, discolored under the bark and will lessen

foliage and sometimes in per- the extent of tree injury next

As happens not infrequently, When pruning the "Christmas-spruce or pine trees will de- Tree" group—firs and spruces — velop two leaders, as shown in remember that their beauty is

the accompanying Garden-Graph. best shown by a perfect cone

Since two leaders spoil any orna-mental tree, trim out the upstart not too obviously barbered. Cut

the Prime Minister and members of ge-earners and salaried people who, vidual member-firms would fore- At a general meeting under the

the consumer instalment loan busisome areas the lenders may out of business. "Much less money will be avai-lable for lending to small Canadian" ness in Canada, the following re-solution was unanimously adopted:

available to Canadians who need

are to take effect next January. At the conclusion of to-day's na-(2) that in order to carry on a reasonably profitable operation lenders will be obliged to be more selective as to risks taken and a void lending available funds in the less profitable loan sizes;

> (3) that in view of the unrealistic rates established by Bill 51 a substantial number of Canadians will be deprived of any legitimate source of cash credit: (4) that the history of the con-

sumer loan industry established before they "throw" their sec- spray at the terminal twigs. This that the consequences will be most unfortunate and such consequence The worst treatment for ever- vils from laying their eggs there. will be the great and direct respongreens is to neglect their prun- If the top shoots have already sibility of the Government of Cana-II. That copies of this resolution

them back to size and form by heavy shearing or pruning. This too often results in harsh, irregu-

To Finance TV Activities

stablishment of subscription tele- would bring to Canadian homes the More people are killed by smostablishment of subscription tele-vision in Canada could become self-supporting without imposition of new taxes, and at the same time gi-TV, at a lower cost per viewer TV, at a lower to for the same time given off the s e the Canadian TV audience an than the cost of attending these e- the time you are aware of them Competition for brainpower is

Sletteland, company officials. Zenith pointed out that the large deficits experienced by the Cana-dian Broadcasting which are expected to reach \$17 million in 1956, are the inevitable

ons in new areas or improved communities. increase per-set cost of TV pro dies, because the cost per home o

service can only result in more ficits, unless set owners themselves ness and good judgment. That is

-John Van Guilder wished to see, could not only ald ne — tell the telephone oper a new quality of TV programs, but being sure you give her the co

OTTAWA, CANADA — In a pre-sentation to the Canadian Royal Commission on Broadcasting, Zenith Radio Corporation today said that dian markets", Zenith said. "It would be provided a plan of ac-possible profitable operation of a second TV station in many Cana-dian markets", Zenith said. "It would be provided a plan of ac-possible profitable operation of a second TV station in many Cana-dian markets", Zenith said. "It second TV station in many Cana-second TV station in many Cana-dian markets", Zenith said. "It second TV station in many Cana-dian markets", Zenith said. "It second TV station in many Cana-dian markets", Zenith said. "It second TV station in the second TV station in the

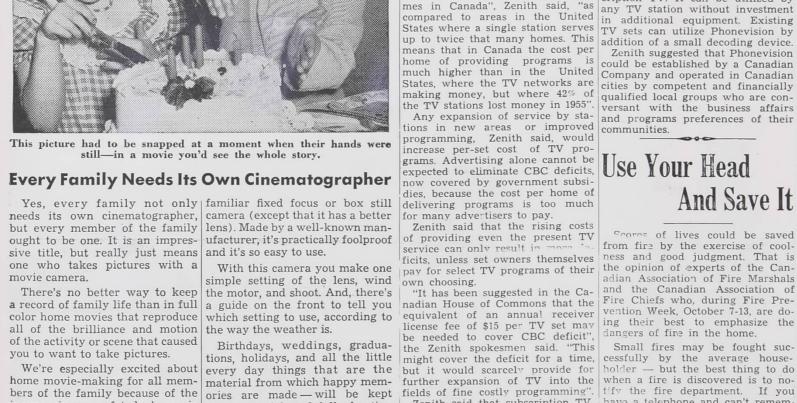
tions to reach all 2,100,000 TV inder cription TV. It can be utilized by any TV station without investment compared to areas in the United States where a single station serves States where a single station serves. This states where a single station serves the server homes. This states where a single station serves the server homes where a single station serves the server homes. This states where a single station serves the server homes where a single station serves the server homes. This states where a single station serves the server homes where a single station serves the server homes. This states where a single station serves the server homes the server home ates, where the TV networks are cities by competent and financially naking money, but where 42% of qualified local groups who are con-the TV stations lost money in 1955". Any expansion of service by sta- and programs preferences of their

grams. Advertising alone cannot be expected to eliminate CBC deficits, Use Your Head

leader, as marked in the Garden- branches projecting beyond the When checking over pines and all side growth in general to spruces, look for telltale signs of overcome patchiness. the Snapshot Guild

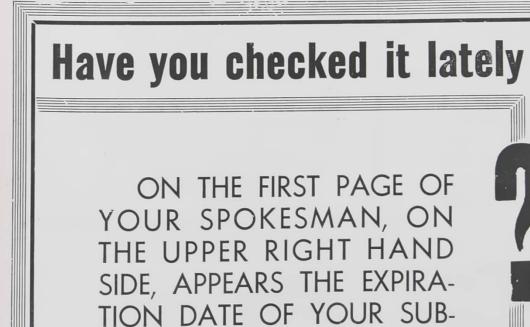
movie camera.

dependable movie outfit for under



inexpensiveness of today's movie fresh, colorful, and full of action Zenith said that subscription TV, have a telephone and can't rememcameras. You can purchase a good, in your movie films. \$40. It is the movie version of the 606

SCRIPTION.



PLEASE CHECK, AND IF NOT UP-TO-DATE KINDLY SEND IN YOUR REMITTANCE OR CALL

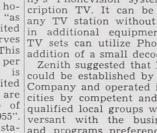
2-545

and our representative will call at your house

The Drummondville Spokesman



fishing teams are vieing for the best tuna catch. and Hartmuch von Koeller. The British Com German team, composed of Count Rule von only Canadian member, hooked a 648 pounder.



And Save It

cores of lives could be saved from fire by the exercise of cool-

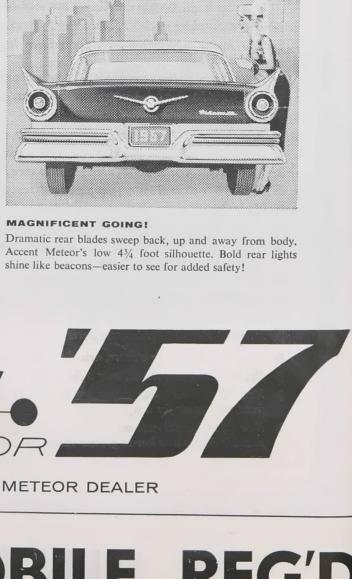
adian Association of Fire Marshals by permitting viewers to purchase ber the number - and you should such p emium programs as they post the number near your teleph rect address. Stay near a doo a window so any sudden burst ame cannot trap you. If you a ing a fire with a hose o ype of water stream, alwa the object that is burning r at the smoke or flame. e is spread out over the

ground, start at the end neares you and sweep it out completely as you advance. If the fire is travelling up a wall, put out the fire at the bottom first and then follow it up. When fighting a fire due to an electrical cause, first turn off the power. You should know the locaion of the main house switch and

a simple pull of the handle cuts off power throughout the house. That prevents the fire from being e-ignited and also avoids the possibility of giving yourself a severe electrical shock.

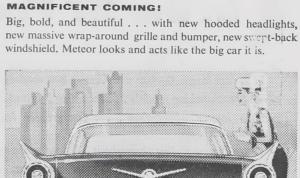


was sighted on his farm nea North Bay, Ont., Jacque Larocque ran for his rifle. Now he has a mine well rolt as a semining 269 LINDSAY prime wolf pelt as a s



styling that dares

to be ahead



BIG ONES LANDED AT ANNUAL NOVA SCOTIA TUNA CONTEST

Off Wedgeport, N.S., eight international Bismarck, left, his sister the Princess Wittesteim, This monster, a 558-pounder, was boated by the monwealth team took the lead when Alf Trask,

GARAGE MONTPLAISIR LIMITED

cription event they wish to see. They can work out a plan of ac- and you'll probably save it.

by Pieter van Beek, Greggar P. have to present programs of highest the door as firmly as possible. If

could also result in making CBC Most boys agree that "being a fi- quickly while sleeping on upper u a self-supporting operation. With reman" is the height of their am- floors than those sleeping on ground Puns? They're all right in moder-

ve the Canadian TV audience an opportunity to see first run movies, major sports not now on TV, great plays, Grand Opera, and other out-standing cultural events for a frac-tion of the cost of going outside the mote a see them. The Zenith presentation was ma-

which are expected to reach \$17 million in 1956, are the inevitable result of the relatively small popu-lation and great area of the Domi-nion. "It requires 35 Canadian TV sta-tions to reach all 2,100,000 TV ho-mes in Canada", Zenith said, "as

up to twice that many homes. This addition of a small decoding device. their progress. As a result, upper in food and clothing and what gaps means that in Canada the cost per home of providing programs is much higher than in the United The TW networks are

necessary research. These graduates gerate romantic conquests, were supply as well, our ever increasing found by the late Dr. A. A. Brill, need for hospital and restaurant famed psychoanalyst, to indicate dietitiens and certain types of so- fear of the opposite sex, or apprecial workers. There may be a career of valua- quacy. ble service and great reward in one of these fields for your child. Another psychoanalyst, Dr. Mar

well be surprised at what is invol-

training. **Humor Tells** Personality

reaction to it has long been con sidered uproarious, but not ularly significant. Now the Oc ber Reader's Digest reveals scien finds considerable importance the way you react to jokes Studies at Yale University in cate that a well-developed sense of humor goes hand-in-hand with a well balanced personality. On th other hand, the man who seldor sees anything amusing in jokes i likely to be maladjusted. He may actually be emotionally ill. A keen sense of humor may mean that you are smarter than you neighbor, though you may laugh only moderately. A man who habitually laughs loudest and longest may not possess an acute sense humor at all. He often doesn't get the point, and laughs to cover it

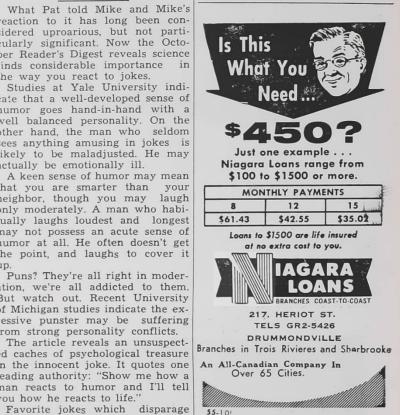
this system, viewers would continue to enjoy "free" programs and would pay only for each additional subs-practice by making a game of it. The height of their and bition, It's easy for parents to teach children simple, good fire-fighting practice by making a game of it. The height of their and Don't give a fire a place to start. But if it does come, use your head of Michigan studies indicate the excessive punster may be suffering from strong personality conflicts. The article reveals an unsuspected caches of psychological treasure in the innocent joke. It quotes one An All-Canadian Company In leading authority: "Show me how a Trained Men man reacts to humor and you how he reacts to life." nan reacts to humor and I'll tell Favorite jokes which disparage 55.1 women, or which boast of or exag-

PAGE FIVE

hensions regarding masculine ade

You are invited to visit Macdonald College during OPEN HOUSE on Southern California, has found that October 4 and 5 and learn from the persons who can't remember jokes students themselves what training can't remember their dreams either; is offered in agriculture, teaching the same subconscious censoring and household science. You may mechanism affects both.

ved in three or more years of inten- In psychological tests at Purdue sive training in science as applied University, persons who rated high to these vital fields, and at what careers are opened up by such to make high intelligence-test sco res. Other university studies have likewise shown that it is nodt the most serious and sober-minded students who average the best grades. The highest scholastic standings are more likely to be achieved by those with a well-developed sense of







Hour after hour, day after day...GMC trucks slug it out on Canada's biggest construction job

Swinging out of the pit with a 12-ton load in the dump, this GMC 500 has a two-mile run ahead of it. And what a run it is . . . littered with bouldersrutted with rains—it's a bone-breaking, torturing trip for any truck. But these big GMC's have mastered it!

There's a roar as twelve tons of rock and gravel spew out of the truck bed. Now it's the bulldozer's turn. And the job goes on in every extreme of heat and cold. These GMC's have to keep up with the schedule whether the temperature is 30 or 130. Make r mistake, they're doing it!

A GENERAL MOTORS VALUE

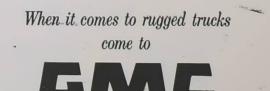




STREET DRUMMONDVILLE QUE. TEL. 2-3388

Building a seaway means building roads-moving towns-relocating railroads. For Sir Robert McAlpine and Sons (Canada) Limited, building a seaway means long hours on the run hauling 12-ton loads on the railroadbuilding job-and keeping at it until the schedule is met.

Building a seaway means the toughest test yet for any truck ... but these big GMC's are proving that they're the ruggedest, go-gettingest trucks on the job. Prove it on your job. There's a GMC truck made to match it!



THE DRUMMONDVILLE SPOKESMAN, DRUMMONDVILLE, FRIDAY, OCTOBER 5th, 1956

HI, JOE

YOU'RE

NEXT, MUGGS!

How Safe...

- BRITISH AUSTIN-HEALEY -

-Fireproof material should be (Continued from first page) used on walls and ceiling near heat- where in cellar, especially near furin bath, water, or touching water ing plant. Floor also should be of nace, form dangerous hazard. faucet or radiator. fireproof material. YOUR CELLAR

Clean up your cellar and keep it fit tightly and have metal collar.

in order — many fires start in

litter in basement, attic or

garage.

Breaks 22 Speed Records

LEFT TO RIGHT ARE CO-DRIVERS Carroll Shelby, Dallas, and Roy Jackson-Moore, Los Angeles, with Donald Healey, designer of the car that set 6 new International and 22 American Class D speed records at Bonneville Salt Flats, Utah. Among the records broken were 4 set by George Barringer on these same Salt Beds in 1940. The records had withstood all challengers for 16 years. With these new speed achievements the Austin-Healey now holds every record in its class from 1 to 3,000 miles. This model is a slightly streamlined version of the standard Austin-Healey sports car with all basic specifications standard, including head lights and tail lights. Its power is supplied by an Austin A-105 engine running on regular premium grade gasoline.

Pipe should also be solid and without holes or cracks that would emit sparks. -Papers, rubish and litter any-

 —Use metal barrels for ashes; -Pipe entering chimney should wooden containers are hazardous. -Paints, turpentine and painting materials should not be near

 furnace. -Tightly covered metal containers should be used for paint or oil rags or cleaning cloths.

-Do not hang laundry or clothing near heating plant or over electric wires.

-Door at head of cellar stairs should be of substantial construction, fit tightly and be kept closed. Do not use open lights, candles

water or call plumber.

in the attic

or matches in hunting gas leaks; te--Keep roof in good condition lephone your gas company. Don't to guard against spark fires. use a blow torch on gas or water

-Chimneys should extend above pipes. Thaw frozen pipes with warm highest part of roof and be solidly constructed with flue linings of -Do not use improper fuses. fire clay or other approved insul-Overloaded circuits permitted by ating material.

improper fuses or dangerous sub--Keep heating plant and chim-ney clean and in good repair so stitutes are hazardous. GARAGES they will not throw off sparks. -Remove rubbish, litter, old pa-

-Soot in chimneys and heaters should be removed at least annual--Keep clean — no oil drippings.

-Gasoline or other inflammable ly -Unused flue holes should be fluids should not be stored. -Partitions between attached ga- safely closed with non-combustible rage and house should be fire-re- cap, not papered or left unstopped. -Accumulations of dry leaves, sistive; door self-closing and raised above floor. Never block door open. rubbish, etc., behind shubbery and -Improper, home-made exten- near house and in roof eaves should sions of wires violate electrical cobe cleared away

IN BUILDINNG YOUR HOUSE de and good practice. -Joists should not extend into -Don't smoke in the garage. chimneys

ATTIC -Wall should contain fire-stops Do not let rubbish and litter accumulate in attic. Remove matches at each floor level, at line of eaves and where chimney passes through from clothing. -Install safe light. Do not use each floor.

-If insulating your house use matches or open lights. -Do not store inflammable lionly approved non-combustible maquids, turpentine, paints, lacquers terial

-Fireplaces should be safely in-OTHER SPOTS TO CHECK sulated

Glass Block Aids Open Plan Design

HOW DO YOU

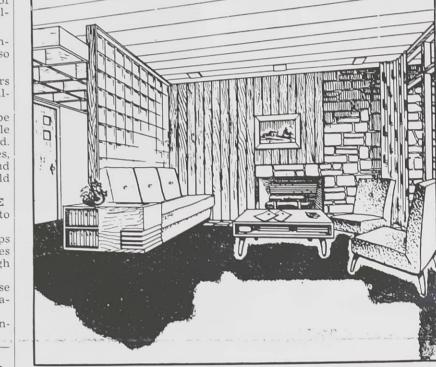
WANT IT, MUGGS?

I WAS

THINKING OF

A CREW-CUT

THIS TIME ...



House designers are discovering that glass block can help them provide desirable wall space without sacrificing open planning so popular today in the contemporary home. Here a panel is used to separate the entrance from the living room, giving the appearance of an extra room in the house. Although blocking a measure of view into the living area, the glass block transmit light into the entry. A wood frame matching the room paneling, or painted a light contrasting pastel color, adds to the distinction of the glass

and Fairlane 500 series. The engine, operating economy in all models. called the Thunderbird Special, de- The dry-type air filter, carburetors, velops 245 horsepower, and is e- intoke manifold, intake valves, quipped with a four-barrel low sil- camshaft, and distributor are the power-operated steering, brakes, new components which give Ford seats and windows, tinted glass and houette carburetor. Standard engine for the Fairlane increased performance.

After a long Summer in the sun and sand, your car like yourself and station wagon series is the 212 Ford's new styling starts with wi-— may need some special beauty h. p. Thunderbird V-8. A 190 h. p. de hooded headlights and a forward ry treatment. Why not set up your own V-8 is standard for the Custom and slanting grille, and includes stream-"salon de beauté" right in your ga- Custom 300 series. Both have two- lined wheel openings, a windshield barrel carburetors. In addition, the that wraps further around the sides

144 h. p. Mileage Maker six is avai- for better visibility, distinctive fins Cars, like some sensitive comlable in Custom, Custom 300 and so- at the rear, and contourned sides plexions, cannot always take strong lable in Custom, Custom Soo and soo at the teer, and a sculptured look. cial engine is available only with "Hardtop" styling is the tradeve your car its Fall facial, use only cool water and a clean sponge. If Fordomatic transmissions. All other mark of the conventional Tudor and it's particularly dirty, add a mini- dand successful and and Forder and Forder sedans in the Fairlane and dard, overédrive or Fordomatic Fairlane 500 series. The effect is mum of mild, kitchen detergent to the cool water. Then dry off the transmissions. achieved with thin side pillars.

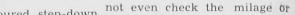
enamel with a clean chamois skin. Advanced design of the engines' Ford's true pillarless "Hardopts", If you're "shampooing" your car carburction, combustion chamber, the Fordor and Tudor Victorias, al- in the October issue of Liberty staout-of doors, do the job in early and exhaust system, plus stepped- so are offered in these series. morning or late afternoon becau- up compression, provides increased Station wagons have flatter roof in Toronto because over 33,000 au-

roadway

45. Timber

trees

(E.I.)



WHILE YOU'RE TRYING

TO DECIDE, I'LL GIVE

YOU A SHAVE !!

mentation 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. serial numbers, licence marken

been reinforced to withstand greater impacts. A three and one-half inch impact absorbing area is pro-

vided over the steering column by the new safety steering wheel, which is one inch smaller in dia-No. 11779 meter It is mounted lower in the car for the best driving position.

WELLIE DENONCOURT An action for separation of be

trument panel, making the engine longings has been undertaken compartment tamper-proof when the plaintiff against the defended the car is locked. The fresh air inin this case take has been moved to the cowl- Drummondville, ing in front of the windshield so exhaust fumes are not drawn into

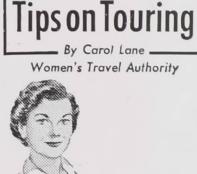
For 1957, Ford offers a broad range of optional features including 6 and 8-tube radios. Air conditioning is also available as an accesso-

Car Theft Is A **Great Problem**

Car theft in Canada is a nation wide problem. There are 10,000 automobiles, worth \$20 million dollars, stolen each year. An article tes that this problem is heightened

FARE AND ONE-HALF FOR THE ROUND TRIP







I'VE GOT A

SUGGESTION.

OR PERHAPS

A DUCKTAIL ..

OUGHT TO TAKE

MY REGULAR

BUT MAYBE I

STYLE!

lines, with a contoured step-down fuel gauge. midway back from the windshield. When asked by Rasky what tim At the back, the rear windiw and in the day a thief usually operaliftgate frap around the sides to tes, Cater answered : "The heavier provide 20 per cent more opening period for auto theft is between for bulky loads. A sew latch opens p.m. and 9 p.m. in the summ the entire tailgate with one pull, Many people leave their cars and the liftgate swings up automathe street without looking them un tically on concealed torsion bar Sometimes they even leave springs keys in them. A lot of them don't Special side mouldings and ornaknow that there's a city by-lan making it an offense to leave

Ford's pioneering safety features and whole engines. They'll fore

introduced in 1956 have been im- bogus transfer slips; use phon proved. There is a new safety ins- dealership names; repaint the can trument panel with recessed control and switch accessories. But some knobs clustered directly ahead of where along the way, the Libert the redesigned deep centre steering article says, something always trip wheel. Instrument panel and sun them up. Det.-Sgt. Cater believe visor crash cushions are available, that it's the thief's overbearing and the safety rear view mirror is pride that does him in. continued. Safety door latches have

Roofs have been strengthened

with steel centre bows. Hoods are

hinged at the front for easier engi-

ne servicing. The hood release has been moved inside, beneath the ins-

the car

PUBLIC NOTICE

ar insecure against theft."

The Auto Squad has uncover

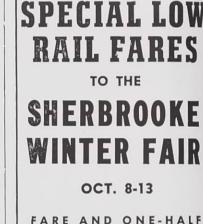
rings, which have switched engine

PUBLIC NOTICE PROVINCE OF QUEBEC ARTHABASKA DISTRICT, SUPERIOR COURT

Mrs. EVA PLOURDE,

September 26, 1956.

Mes Ringuet and St. Pierre Plaintiff's Attorney





QUEEN OF AMATEURS WILL NOT TURN PROFESSIONAL

Conquering heroine's welcome was accorded Marlene Stewart on her return to Fonthill, Ont., her home town. A huge golf-ball made of chrysanthemums testified to her victory in the U.S. women's amateur golf championships. Her other principal victories-the British and Canadian amateur contests-were hair-breadth affairs, and this one was no exception as she came from a four-down to win the 36-hole final two and one. She says she will never turn professional.

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

for Contest ending September 22, 1956.



WINNER OF THE FORD CAR IN THE TWENTY-SECOND BRADING'S CONTEST: __Mr. Armand Daoust, 1166 - 6th Avenue, Verdun, Quebec, is shown receiving from Mr. Roland Ouellette, Assistant Sales Manager of Brading Breweries Limited, the keys of the 1956 Ford Sedan which he won in the twentysecond Brading's contest. Mr. Daoust won a \$350.00 Scholarship as first prize and as a bonus prize, the Ford Sedan because he included 6 Brading's bottle caps with his entry. From left to right in the picture: Mr. John H. Blandford, Advertising Manager of Brading Breweries Limited; the happy winner, Mr. Armand Daoust and Mr. Roland Ouellette.

Here is a list of the Winners and Prizes

WI	NNERS				CENSEES		
	Armand Daoust, 1166 - 6th Avenue, Verdun, Quebec.	7.	Henri Bedard, 947 St. Ferdinand, Montreal, Que. \$15.00	1	R. Mathieu, 4613 Bannantyne, Verdun, Quebec \$300.00	7.	R. Delorme, 4207 St. Antoine St., Montreal, Que. \$20.00
	\$350.00 Educational Scholarship, 1956 Ford Sedan	8.	J. W. Dumas, 186 St. Louis St.,	- 2	 Bernard Bourgeois, Montebello, Que. \$50.00 	8.	J. A. Aube & Fils, 30 DeBellefeuille, St. Eustache, Que.
2.	Lionel Pregent, Montebello, Quebec. \$150.00	9.	St. Eustache, Que. \$15.00 Romeo Bourgeois,		P. A. Asselin, 5112 Bellechasse St.,	9.	\$20.00 G. Lanthier, 2698 Manufacture,
3.	Mrs. A. McNamee, 6325 - 39th Avenue,		4351 Oxford, Montreal, Que. \$15.00		Rosemount, Que. \$20.00		Montreal, Que. \$20.00
	Apt. 6, Rosemount, Quebec. \$15.00	10.	Adrien Dion, 288 St. Jean St., Quebec, Que.	4	I. Real Gougeon, 4000 Hochelaga, Montreal, Que. \$20.00	10.	Conrad Dumouchel, 56 St. Patrick St., Quebec, Que.
4.	Douglas S. Glass, 2645 Pie IX, Montreal, Que.	11.	\$15.00 George Newlin,	ł	5. Vallee & Frere, 210 St. Jean-Baptiste,	11.	\$20.00 Duval & Poirier, 2198 Frontenac St.,
5.	\$15.00 Jean-Louis Leclerc,		2572 Rouen St., Montreal 24, Que. \$15.00		Valleyfield, Que. \$20.00		Montreal, Que. \$20.00
	224A St. Jean Baptiste, Valleyfield, Que. \$15.00	12.		(5. Epicerie Lachance, 960 - 2nd Avenue,	12.	Victoria Rifles of Canada,
6,	Eugene Auger, 236 - 9th Street,		Montreal, Que.		Limoilou, Que.		691 Cathcart St., Montreal, Que. \$20.00

se strong sunlight may streak wet enamel.

If your car has been outside most of the Summer and exposed to sand and sea spray at the beach, it may need some special rejuvenating. Prior to your car grooming session, go to your service station and get a good brand of liquid cleaner and wax. Apply this to your car's finish with a sponge or soft cloth. Let the wax dry and then rub it off. With this new liquid wax, arduous polishing isn't necessary as it was with old-fashioned hard wax. This type of wax removes road film, brings back the car's original tone and leaves a protective coating. Clean chrome with a brillo pad or a chromium polish and protector.

Don't stop your beauty operations with the car's exterior. The inside may need even more specialized care and attention, with whisk broom, vacuum cleaner and elbow grease. A good idea would be to vacuum your car once a month to prevent deterioration of fabrics, covers and flooring.

Five Series By Ford in 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 The 18 new mode's to be unveiled by Ford-Monarch dealers across Canada on October 3 will have the highest performance engines ever offered in the low price field. 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. Custom and Custom 300 sedans are more than three inches longer and nearly 31/2 inches lower than the 1956 models. Station wagons are 31/2 inches lower and nearly six inches longer. Fairlanes and Fairlane 500's are built on a 118-inch wheelbase. Station wagons, Customs and Custom 300's have a 116-inch wheelbase.

"There has been no sacrifice of head oom 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, engines, and every inch of sheet metal in every body style are definite departures from past models", he explained.

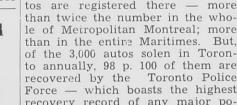
Riding ease has been greatly improved by using a longer, wider frame with lower pressure tires on wider treads, and employing redesigned ball-joint suspension in front and outboardmounted longer leaf springs in back.

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

Ford 1957, a special high performance V-8 engine is available as

LAST WEEK ANSWER DAILY CROSSWORD

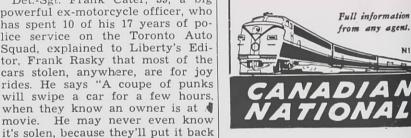
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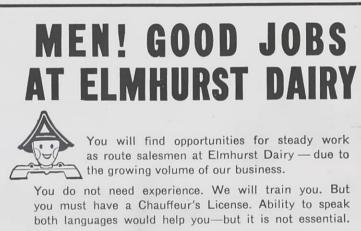
recovery record of any major police department in North Ameri-Det.-Sgt. Frank Cater, 39, a big powerful ex-motorcycle officer, who has spent 10 of his 17 years of police service on the Toronto Auto Squad, explained to Liberty's Editor, Frank Rasky that most of the cars stolen, anywhere, are for joy rides. He says "A coupe of punks will swipe a car for a few hours. when they know an owner is at 4

Good going - Sat. October 6th to Sat. October 13th inclusive. Return — Leave Sherbrooke not

later than midnight, Sunday October 14th. **First Class** \$3.70 \$4.20 Drummondville



before he looks for it. And he may



This is your opportunity for a steady job with good basic wages - plus commission on all sales. Men of good appearance and personality can make better than average wages

> Apply to: Mr. Moore **Elmhurst Dairy Limited** 7460 Upper Lachine Road DExter 8401



Drummondville Branch, 221 Heriot Street HUBERT BELANGER, Manager HAROLD NOWLAN, Manager **Richmond Branch:** Victoriaville Branch: LEONARD GREGOIRE, Manager

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

