



In the RCAF

Young pilots at the RCAF's No. 3 Fighter Wing in Germany have their sleek, Sabre-jet aircraft. But eight airwomen stationed at the same Zweibrücken base have their own mode of transportation...

Not nearly so noisy as the jets, the bicycle motors still cause an impressive putt-putting as the squad takes off for a short jaunt into the city of Zweibrücken or even on longer rides on week-ends to Heidelberg, Luxembourg or Trier.

The souped-up bicycles, which can go between 35 and 40 miles an hour, travel more than 150 miles on a single gallon of gasoline. This means that after the initial outlay of \$175, the upkeep fits nicely within the airwomen's budgets.

"When we arrived at 3 Wing, one of the girls had a motor bike," explained Corporal Ethel Snippa, of Peace River, Alta. "It seemed like a lot of fun and an easy way of getting around the district so one evening six of us went into Zweibrücken and all bought bikes."

The next day, two more airwomen got their machines. Almost every nice evening, right after supper, the girls rush back to barracks, change into "riding" clothes and go for a drive through the picture-book countryside surrounding the station.

However, unlike a group of airwomen who have bought more powerful and speedier motorcycles, the airwomen have no need of crash helmets. Far from roaring around, they are quite content to maintain a steady, safe "putt-putt" sound like a fleet of contented outboard motor boats.

Neatly lettered on front mudguards are such names as "Little Beastie" and "Mighty Min" but the 3 Wing airwomen aren't out to break heads or speed limits. All are well acquainted with German traffic regulations.

There isn't a skilled mechanic among them, however the airwomen ensure that their motor bikes are kept in top running order. And the machines get the same spit'n'-polish treatment the girls give their uniforms.

In the Navy

The memory of a humble English farm boy, who became one of the world's great navigators and contributed greatly to the opening up of the Pacific Coast of North America, was honoured recently by two frigates of the Royal Canadian Navy which landed a party to restore the monument erected to him on the shores of Hawaii.

The man who rose from lowly beginnings to greatness as both a scientist and a naval officer was Captain James Cook, who was slain when the natives tragically misinterpreted his intentions at Keelakekua Bay, Hawaii, in 1779. During their recent training cruise to the Hawaiian Islands, the frigates Ste. Therese and Stettler landed work parties to restore the monument which stands near the spot where Captain Cook was slain.

The monument itself was in fairly good condition, but its surroundings required attention. The vegetation around the plot was weeded and trimmed and a new concrete walk was laid. Badges from each ship were imbedded in the concrete to commemorate the visit of the Canadian frigates.

On completion of the repair work a guard was paraded and the commanding officer of the Stettler, Lt.-Cdr. G. MacFarlane, of Edmonton and Victoria, laid wreath at the base of the monument.

The Ste. Therese, whose personnel shared in the renovation of the monument and the subsequent ceremony, is commanded by Lt.-Cdr. P.J. Pratley, of Westmount, Que. Their perfects paid to an honoured sailor of old, the warships weighed anchor and proceeded to Pearl Harbour to resume their exercises.

Captain Cook discovered the Hawaiian Islands, which he named the "Sandwich Islands" on January 18, 1778, and was slain there during a return voyage 13 months later. A bronze plate below high tide marks the exact spot where he fell.

In the Army

19-year-old soldier with less than a year's Army service has been officially commended by Pte. Gen. H.D. Graham, Chief of the General Staff, for his cool thinking and courage in saving the life of a five-year-old boy in the Niagara River last June.

Pte. Neil L. McKellar, of Strathroy, Ont., a member of The Royal Canadian Regiment Depot at London, Ont., dived fully clothed into the river at Niagara-on-the-Lake, Ont., June 24, when he spotted tiny Allen Richardson struggling in four to five feet of water.

A poor swimmer himself, Pte. McKellar left a group of about 20 spectators to plunge into the swift river and bring the boy to safety.

An Army recruit with less than three months service at the time of the rescue, Pte. McKellar will be presented with a Chief of the General Staff's commendation certificate for his actions. The award will be recorded on his service documents.

The son of Mrs. Annabelle McKellar of Strathroy, Ont., he joined The Royal Canadian Regiment last March and has served since then at the regiment's depot at London, Ont.

Safe Hunting

Planning on a little hunting this Fall? If so, the Province of Quebec Safety League urges you to remember your safe hunting rules. Don't load your gun until you reach the hunting area. And before you put in your first shell, examine the bore through the breach to be sure no dirt or other obstruction can cause an explosion. Keep safety in mind... and good hunting!



At the meeting of the Board of Directors held this afternoon Charles W. Palmer, Executive Vice-President, was elected President of the Company to succeed the late Dr. Camille Dreyfus. Charles W. Palmer who joined the British Celanese Limited in 1918 came to Canadian Celanese at its inception in 1928, was elected a Vice-President in 1930 and elected to the Board of Directors in 1938. From 1946 to the present date he was Executive Vice-President. Dr. Camille Dreyfus had been President of the Company from its inception until his death last month.

Always Up

Broadly speaking, the cost of living for most Canadians has risen by nearly 20 percent since 1949. That is the meaning of the most recent figures of the Dominion Bureau of Statistics which show that the Consumer Price Index stood at 119.1 on the first of August.

Since the expenditure pattern of no two Canadians is precisely the same, the index cannot be used to measure to the exact dollar just how much more it costs everyone to buy the same things they bought in 1949. It was never intended to do so.

The index, however, does provide a reliable guide to the increase which has taken place since 1949 in the average prices of such basic essentials as food, shelter, clothing, fuel, lighting, furniture and a host of other commodities and services as well. Over the past six years the cost of all these things has risen, to a greater or lesser extent, so that today nearly \$120 is needed to buy what \$100 would pay for in 1949.

This is all very terrible, of course, until you take a look at wages and salaries. Here the increases in the brief space of six years are little short of sensational! D.B.S. figures show that on June first this year the average hourly wage of a million-and-a-quarter Canadians who work in manufacturing was better than \$151 compared with just over 98 cents in June, 1949. The increase here thus exceeds 53 percent!

The story doesn't end there, however. The weekly manufacturing wage has risen over the same period from \$41.71 to \$62.24, while the working week has been reduced by an hour and 20 minutes (42.3 to 41.0). Add to this the sweeping gains made in "fringe" benefits and it will be seen that total earnings in manufacturing have risen nearly three times as much as prices. Put another way, manufacturing pay increases have been 300 percent greater than the increase in prices.

What is true of manufacturing is, of course, largely true of other industries. We have yet to meet the wage earner who can fairly claim to be worse off than he was in 1949. On the other hand, pensioners and other who live on fixed incomes not easily supplemented are decidedly the poorer.

These apart, candour compels the admission that the tears currently being shed by the rest of us over higher living costs are strictly of the crocodile variety.

Although I am most honored to be here this afternoon, I cannot help but think with apprehension about what lies in the future for us, should there be another World War. I cannot help but wonder how many more names would have to be added to this already imposing list. Because, in the opinion of scientists and experts, it is not at all definite that there would remain much on the face of this earth, should there be an atomic war. I am sure it is the sincere hope of everybody and especially of all parents that such catastrophe will never occur.



J. Paul Bertrand, whose appointment as director of sales of Dow Brewery Limited has been announced by J. Armand Desrochers, vice-president and general manager of the company. Mr. Bertrand, who was appointed assistant director of sales earlier this year following more than three years as regional sales manager in Montreal, succeeds W. Gorman Kennedy, who resigned recently.



Members of the Drummondville Golf & Curling Club photographed after having been awarded trophies captured through the season in different competitions held here. Front row, l. to r., Yvon Pepin, R. L. Guilmette, Jim Innes, champion of the Club, Jos. Mercure; back, Jean Fortin, Cleo Amiraoui, Tom Hilliard, Jim Matthews and Gerry Lemay.

Drummondville Cenotaph Unveiled

"They Did Not Die in Air": Colonel Johnny Bourque at the Ceremony.

A large crowd was packed in St. Frederic Park last Sunday to attend the unveiling of a cenotaph erected as a tribute to our soldiers who died during the last World War. The monument was done and the money canvassed through the effort of the local branch of the Canadian Legion. As said last week, the unveiling ceremony was presided over by Colonel Johnny Bourque, Sherbrooke M.P. and Minister, himself a veteran, who delivered the speech in the following terms:

And now, I would like to say a few words in English, for my friends of the Eastern Townships, especially of Drummondville and vicinity. It is indeed a great pleasure and an honour to be with you on this day, to unveil your Cenotaph, because it proves what I have already said so many times, that the Townships are the best part of the province to live in.

I wish to congratulate the authors of the project, the artist that conceived and executed it, the Canadian Legion of Drummondville and its president in particular, Mr. Macpherson, and the whole population of this beautiful city for their generosity during the fund raising campaign. My congratulations and my most sincere thanks also to the city council for its more than generous contribution to the fund; their gesture proves how civic-minded its members are and why you should be proud of them, as my colleague, Mr. Robert Bernard, and I are.

It is most gratifying for an old soldier like myself, in unveiling this monument, to see that your sons and your friend did not die in vain; at least, you have shown a great deal of respect for their memory — I would go as far as saying that you have a kind of cult for your heroes.

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Wood, Wood Everywhere

But one of the most arresting facts in Canada is that here on the Pacific coast, beside the nation's largest forest, it is almost impossible to buy cordwood for your winter fire, writes Bruce Hutchison of Victoria in The Financial Post. Wood is too valuable to burn. The householder, accustomed to big Yule logs of first-growth timber at about five dollars a cord, must satisfy himself with imitation logs made of pressed sawdust—unless, of course, he is wood-crazy like me and possesses ten acres of inferior second-growth, a seven-foot saw and an unnatural appetite for manual labor.

Rvd. Canon Taylor Appointed As Archdeacon of Montreal

The Rt. Rev. John Dixon, D.D., Bishop of Montreal, announced today the appointment of the Rev. Canon R. Kenneth Taylor, D.D., as Archdeacon of Montreal, succeeding the late Ven. Archdeacon A.P. Over-Rees. Hereafter a short biography of the new Archdeacon.

Born in 1885; graduated B.A. McGill University 1906; lecturer at McGill in Classics; ordained Deacon by Bishop Farthing 1912; ordained Priest by Bishop Farthing 1913; rector at Rawdon 1912-1925; lecturer in Divinity McGill University from 1952; professor of Theology — Honorary Theological College — 1925-1949; 1940 — Rector of Trinity Memorial Church; 1942 — Honorary Canon of Christ Church Cathedral; 1958 — Doctor of Divinity — Honorary Causa — Diocesan Theological College; 1956 — Archdeacon of Montreal, succeeding the late Ven. Archdeacon A.P. Over-Rees; chairman of Committee re Montreal Churchman and Editor,

member Protestant School Board Montreal for 15 years, chairman Montreal Council Christian Social Order, chairman Montreal Book Room Committee, delegate for the Diocese of Montreal to the General Synod since 1927 and member of a number of Committees of the General Synod, chaplain to Hussars Regiment for several years, co-founder of Fellowship of the West with the Rev. Geoffrey Guiton and the Rev. Elton Scott, 1929-1930 Clerical member of the team in Western Canada of the Fellowship of the West, past chairman Fellowship of the West, associated with Ecumenical Movement and in 1920 went to England with Bishop Farthing, delegate to the Second Assembly World Council of Churches at E-venton, Ill., being one of four Anglican Church delegates of Canada, chairman Canadian Church Historical Society, warden Diocesan Lay Readers Association.

Closing Dinner by Dr'ville Golf & Curling Club Saturday

Last Saturday, a closing dinner was given by the Drummondville Golf & Curling Club to its many members. The dinner was held in connection with the awarding of trophies captured during the season by players. The president Joe L. Killoran presided the festivities and delivered a speech as well as Mr. Paul Frigon, mayor of Drummondville West. Trophies and cups were presented by captain Jim Innes. We are happy to run the list of the winners, trophies and competitions held.

Pete Guilmette, Dominion Cup, Celanese Cup, J. Paul Leblanc, St. Onge Memorial, Spring Field Day, (Low Gross Class C); Don Gauthier, Woodyatt Memorial (Manoir Drummond Cup); Cleo Amiraoui, (Club Champ); Gail Cup (Class C Champ); Low Net 12 holes (Dominion Cup); Jim Matthews, Dennison Trophy (Class B Champ); L. Gross Ringer Comp. B, June Medal, Spring Field Day Low Gross B; Jim Innes, Manufacturer's Cup, (Club Champ); Drummond Business Forms, Robert Bernard Trophy, Spring Field Day Low Gross A; Tom Hilliard, Robert Bernard Trophy, (Four Ball Best Ball Champ); Competition A against Par., 4 Ball Best Ball 1955; Yvon Pepin, Runner up Club Champ, Celanese Cup, Spring Field Day Low Net; Jos. Mercure, Runner up Class B Champ, Gosselin Trophy, Competition Against Par.; Jean Fortin, Runner up Class C Champ; Bill Parker, St. Francis Paper Prize, Qualifying Round Club Champ; Ringer Comp. Low Gross A; Gerry Lemay, Leo Loisel Prize, September Medal; Jacques Lemay, Rankin Trophy (Senior-Junior); Neil Graham, Blais & Pare Prize, August Medal; A.L. Gauthier, Spring Field Day High Gross; Re-jean Gervais, Qual Round B Champ; Captains Prize L. Net; Jack Hoagland, September Medal Special; Wilfrid Laurin, Spring Field Day L. Net B; H. French, Spring Field Day L. Net C, Sat. 4 Ball Best Ball; R. Brady, Sat. 4 Ball Best Ball; Dr. G. Rodrigue, Qual. Round Class C; Mozart Bourbeau, July Medal, Runner up R. Bernard Trophy; Bob Payette, Celanese Cup, Runner up R. Bernard Trophy, Sept. Special Low Net A; Ringer Comp. L. Net A; Pierre Sylvestre, Captains Prize High Cross; Bill Turner, Robert Bernard Tr. Qual. Round, Runner up, R. Bern. Tr. (1955); Bill Phillips, Robert Bernard Trophy Qual.

CROSSES

Each life has its crosses and the soldier gets his share, from a trip across the ocean to the envied Croix de Guerre.

There are crosses on his letters — far too many so it seems; there are crosses by the censor and the lady of his dreams.

There's a cross that's worn by heroes who have faced a storm of lead; there's a cross when he is wounded, and a cross when he is dead.

Then there's the cross of victory which very few may own; to a soldier that is second to that of God alone.

It's a cross that's worn by women; when we see it we believe we recognize an angel by the red cross on her sleeve.

Figures Show 490 Decrease For St. Frederic Parish Only — Computation Not Completed Yet.

Statistics computed recently by ecclesiastics show sharp decrease as far as Greater Drummondville is concerned. Figures, of course, are valid for the last year. We were told the number of families has remained remarkably the same but population as a whole has decreased. The most plausible explanation: many youngsters are now working outside.

The greatest diminution 490 has been noticed in St. Frederic parish. Are following: St. Joseph with a 315 sharp decline, St. Joan of Baptiste (94), St. Simon (247). L'Immaculée Conception leads the pace with an 83 increase. As to SS. Pierre et Paul and St. Charles, the census has not been completed.

Here after a summary of the figures computed to date:

ST-FREDERIC	
Population	1955 1956
Families	9,455 8,965
Catholiques	2,066 2,063
Families	9,160 8,718
N. catholiques	1,982 1,980
Families	295 247
Families	84 83

ST-JOSEPH	
Population	6,618 6,303
Families	1,482 1,429
Catholiques	6,588 6,255
Families	1,471 1,417
N. catholiques	30 38
Families	11 12

ST-SIMON	
Population	4,448 4,201
Families	829 838
Catholiques	4,280 4,137
Families	796 816
N. catholiques	168 64
Families	33 22

STE-THERESE	
Population	4,761 4,778
Families	1,094 1,088
Catholiques	4,281 4,220
Families	950 946
N. catholiques	480 558
Families	144 142

ST-JEAN-BAPTISTE	
Population	4,269 4,175
Families	810 804
Catholiques	4,257 4,164
Families	807 801
N. Catholiques	12 11
Families	3 3
Population	1,528
Families	355
Catholiques	1,483
Families	310
N. catholiques	45
Families	25

ST-PHILIPPE	
Population	1,563
Families	271
Catholiques	1,538
Families	265
N. catholiques	25
Families	25
Families	6

CHRIST-ROI	
Population	847 818
Families	164 157
Catholiques	832 801
Families	160 153
N. catholiques	15 17
Families	4 4

Higher Shoes

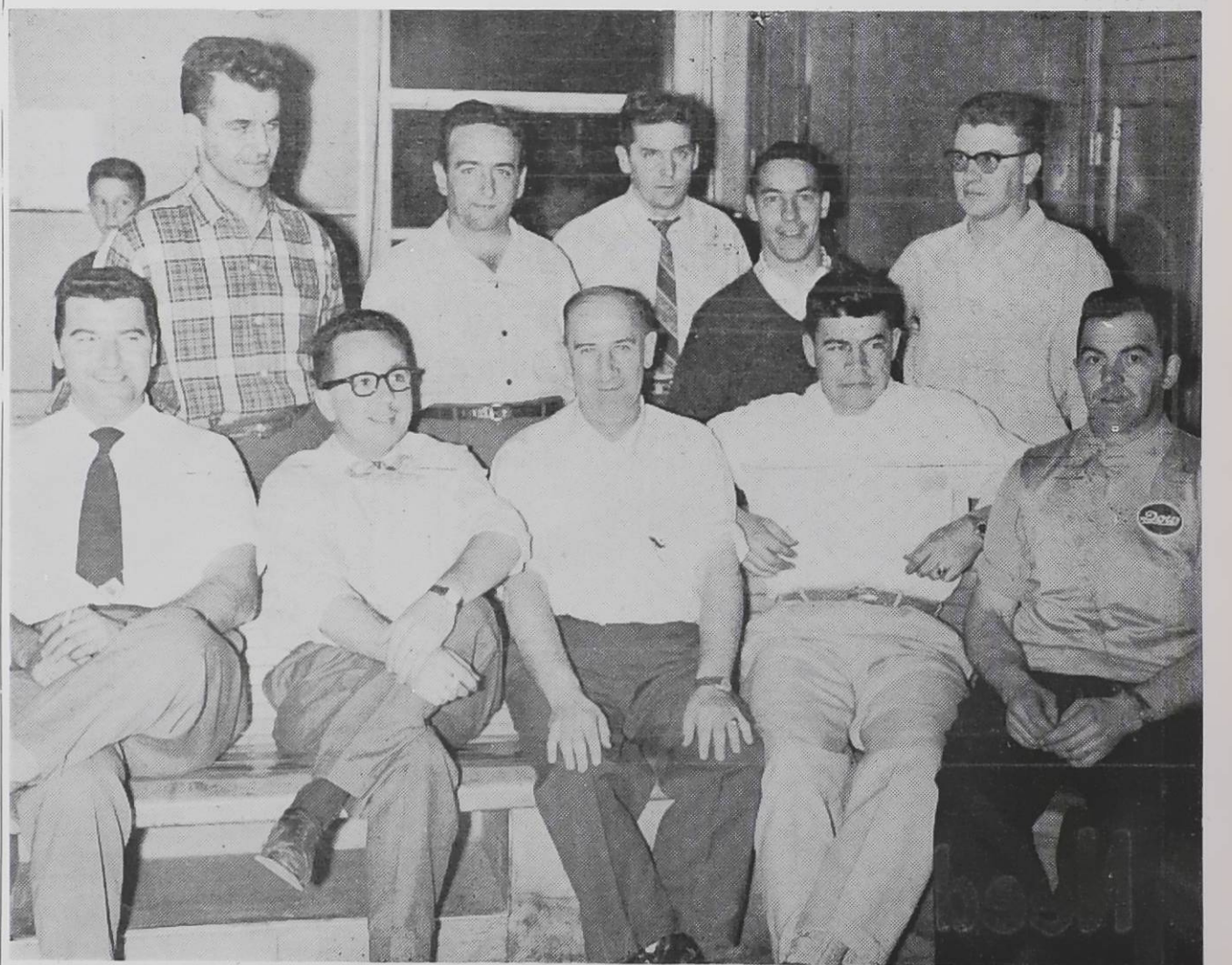
Canadian shoe makers expect to produce a million more pairs of shoes next year. But the odds are they will cost the consumer more, reports The Financial Post, because of higher wages and materials. It quotes Charles Faure, Executive Vice President of the Shoe Manufacturers' Association of Canada, as follows: "Obviously, a price increase at this time is not the ideal remedy, but footwear prices are in an unenviable position, due to factors over which the industry has little control".

Facing strong foreign competition domestic manufacturers are reluctant to boost at this time but they agree that an increase of from 3% to 6% seems inevitable.

Autumn Festival

St. George's Church will hold its Anglican Autumn Festival at the Legion Hall on Saturday, Oct. 20th. Bring your friends, for this is the big event of the year, which no-one should miss. You will be delighted!

Penny Sale, Candy, White Elephants, Fish Pond, Food, Flowers, Plants, Aprons, Toys, Parcel Post, Cards, Country Store, Gifts for all occasions. Tea will be served between 3 and 6 p.m.



The above photograph was taken at the official opening of the Intero Bowling League last Thursday. From left to right: Jacques Hebert, vice-president; Andre Vanasse, president; J. C. Sicotte, Dennison's captain; Robert Lamothe, Police Team captain; Lucien Cote, Dow's captain. Second row: Claude Melançon, Gosselin's captain and treasurer; Laurent Gamache, director; Robert Biron, director; Claude Tessier, secretary; Henri Masse, Triad's captain.



Members of the Drummondville Golf & Curling Club gathered last Saturday at a Club House to outline the closing of a particularly good season. At the table of honor, we see (l. to r.) Mr. George Haggerty, president of the Chamber of Commerce; Mr. Robert Bernard, Drummond M. P. and a former president; Joe Killoran, president; Paul H. Frigon, vice-president and mayor of Drummondville West; Gerry Lemay, secretary; Jack Hoagland and R. L. Guilmette.

Freeing of Gold, Sound Measure

MONTREAL — The changing state of gold in Canada and throughout the world is discussed in the Bank of Montreal September Business Review issued today. "The lifting of all restrictions on gold trading in Canada may be considered a logical, if sudden, culmination of the gradual relaxation of the past few years," says the B of M. Pointing out that the freeing of gold was one of the few surprises of the Budget speech last March, the review says the move nevertheless appears to have been justified by the profound changes that have occurred in the international patterns of private sources of gold.

HONOR CANAD'ANS WHO FELL IN ITALY

This fall in private demand can be attributed to the pronounced improvement that has taken place in the economies of most European countries, says the B of M, which continues, "The result has been to limit confidence in the dollar and to reduce the desire to hedge against possible currency devaluation by buying gold." The review also observes that in contrast to the immediate post-war period when the United States was virtually the only country to increase its gold holdings, there has been a wide-spread accumulation of reserves by other countries and a net outflow from the U.S. "These trends have encouraged the tendency for countries to relax their restrictions on trading in gold," says the B of M. To the question of why there should be any demand for gold, the review explains that so far the central banks and governments are concerned, the answer is simply that gold, along with U.S. dollars, is the only medium that is accepted throughout the world in settlement of international balances. For the private holder, the review says, "Its main characteristic is stability of value, and private demand deserves mainly for this reason."

In addition to the price of gold, there is the purely speculative concern that the United States Treasury might increase its official price, the review points out. Such a move has been demanded by gold producers and others who see in it a means of increasing official gold reserves and strengthening the pattern of international trade. The review adds, on the other hand, that it is opposed to this on grounds that it would entail an inflationary expansion of the monetary base of the U.S. dollar system, and would be unintentionally selective in its effects on individual countries benefiting mainly those countries with large gold reserves. There are thus powerful arguments on both sides of this question says the B of M, which concludes, "In the meantime, there seems good reason to believe that, with continuing growth in the gold and foreign exchange reserves, other countries may follow the example of the Benelux Union, Germany and Canada, and gradually relax their restrictions against private transactions in gold."

Sgt. Bernie McMahon of Edmonton, Alta., places a wreath on the new memorial at Cassio, Italy honoring the 4,068 officers and men of the Commonwealth forces who died in the assault on the monastery in World War II. Dedication of the memorial, consisting of large granite slabs, was attended by Canadians now stationed in Soest, Germany.

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Statism

"Care of the individual is the responsibility of Government." Mrs. Eleanor Roosevelt in a broadcast from the U.S. Democratic Convention in Chicago. This implies the 100 p. 100 "Welfare State" the complete supremacy of Government agencies and the elimination of individual freedom.

Epilogue

Socialism is competition with prizes, boredom without hope, without victory, and static without end. It takes the heart of young men. It is not only a moral case, but morally destructive in all Christian Science Churches.

LAST WEEK ANSWER

Table with 2 columns: Question and Answer. Includes items like '8 Voted year', '25 Bill', '1 Africa', '20 Expresses', etc.

Canadian Champ Eyes World Crown

Winner of the title, King of Canada's plowmen, 22-year-old Hugh Baird of Blackwater, Ont., will be coached by his father to represent Canada in the world matches to be held in the U.S. in 1957.

Beauty Cares Are Made Easy

Some of us are skeptical when we read the label on a jar of face cream or a tube of toothpaste. In this age of science we aren't to be taken in by old wives' remedies or cure-all concoctions based on nothing more solid than superstition.

Business Gifts, Big Business

Canadian companies will play Santa to their customers with an average \$1,395 apiece this Christmas. Business gifts are big business, and involve firms in annual expenditures ranging from \$50 to \$20,000.

Women Insist On White Fabrics

Irene Pysancyn went to court, was fined, but came away saying the judge was a very kind man. The reason: she had worn a white fabric which she had bought for her dog.

Good Sign

From the jolt to the jet engine, almost everything of value in the modern world was invented by Russians—if you believe the claims Moscow has been making. But a change is in process, says the Financial Post.

The "Ocean Of The Air"

Searing Meets — the story of a fascinating sport that has captured the imaginations of hundreds of enthusiasts from coast to coast in Canada. — will be presented on Here and There this Sunday, September 23rd, from 3:00-4:00 p.m. on CBE.



Above is an artist's conception of Canadian Pacific Airlines' Bristol Britannia, the largest and fastest commercial aircraft in the world...

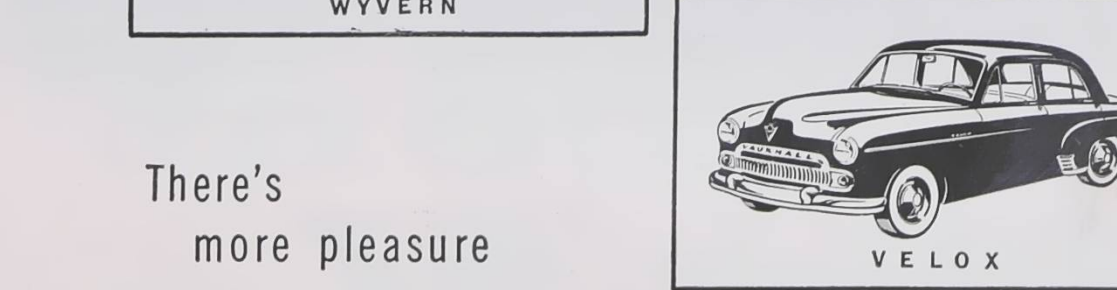
When You Retire

It is a mistake to try and keep in touch with the old routine and business relationships when you retire, says The Financial Post. It is not good for the retired and not fair to the younger men carrying on.

Waxhull in every series is the big car with a small car appetite



Who could ask for anything more? Three great series well within anyone's price range. And your budget stays in fine shape while you enjoy your Vauxhall, too.

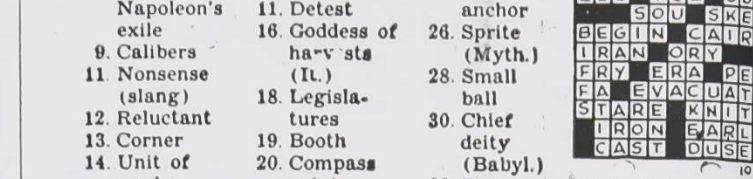


There's more pleasure more economy more value in a Vauxhall. THE BRITISH CAR BUILT BY GENERAL MOTORS Garage MONTPLAISIR Limited 269, Lindsay Street Drummondville Tel. GR 2-3308

Thanksgiving Day Celebrated

Testimonies of gratitude for blessing brought by a spiritual understanding of God and man were featured in all Christian Science Churches on Thanksgiving morning.

Ontario



Ontario's 22nd annual... (text partially obscured)

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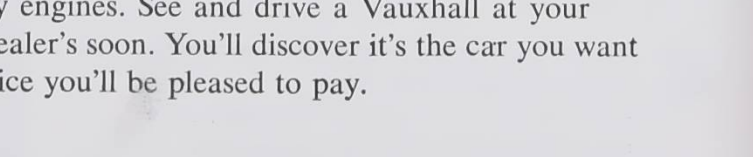
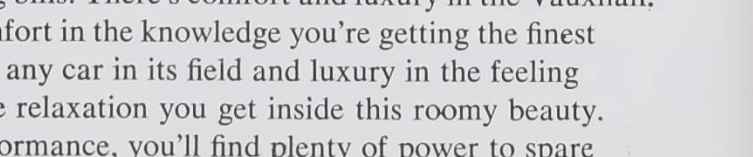
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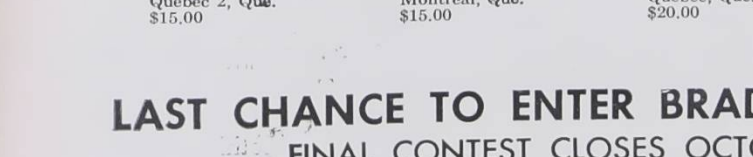
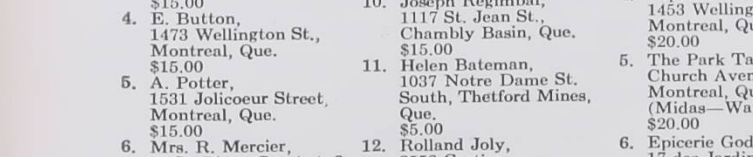
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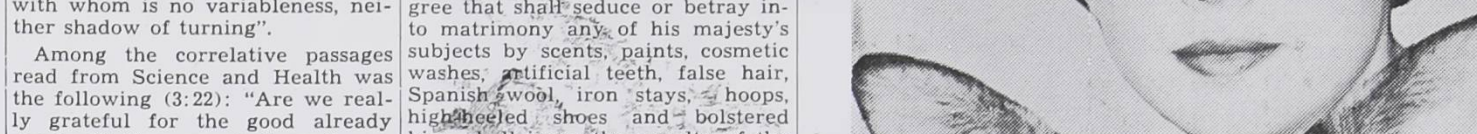


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Beauty Cares Are Made Easy

Some of us are skeptical when we read the label on a jar of face cream or a tube of toothpaste. In this age of science we aren't to be taken in by old wives' remedies or cure-all concoctions based on nothing more solid than superstition.

Business Gifts, Big Business

Canadian companies will play Santa to their customers with an average \$1,395 apiece this Christmas. Business gifts are big business, and involve firms in annual expenditures ranging from \$50 to \$20,000.

Women Insist On White Fabrics

Irene Pysancyn went to court, was fined, but came away saying the judge was a very kind man. The reason: she had worn a white fabric which she had bought for her dog.

Good Sign

From the jolt to the jet engine, almost everything of value in the modern world was invented by Russians—if you believe the claims Moscow has been making.

The "Ocean Of The Air"

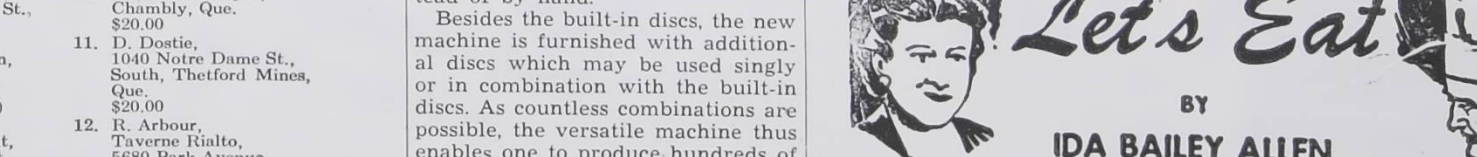
Searing Meets — the story of a fascinating sport that has captured the imaginations of hundreds of enthusiasts from coast to coast in Canada.

When You Retire

It is a mistake to try and keep in touch with the old routine and business relationships when you retire, says The Financial Post.

Waxhull in every series is the big car with a small car appetite

Who could ask for anything more? Three great series well within anyone's price range. And your budget stays in fine shape while you enjoy your Vauxhall, too.



There's more pleasure more economy more value in a Vauxhall. THE BRITISH CAR BUILT BY GENERAL MOTORS Garage MONTPLAISIR Limited 269, Lindsay Street Drummondville Tel. GR 2-3308

Thanksgiving Day Celebrated

Testimonies of gratitude for blessing brought by a spiritual understanding of God and man were featured in all Christian Science Churches on Thanksgiving morning.

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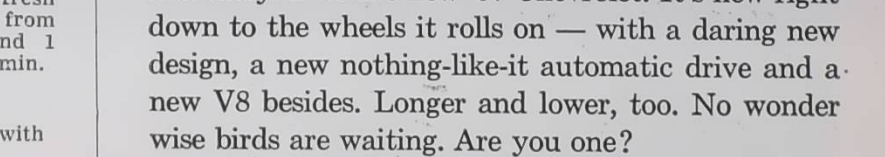
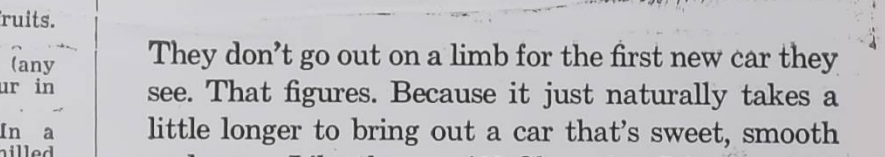
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Presenting The New Chrysler

Montréal, Qué. — Approximately 1,000 dealer representatives of Chrysler Corporation of Canada, Limited viewed the corporation's completely new 1957 line of passenger cars and trucks here today, musical comedy style.

The dealers were retailed of the corporation's two sales divisions, Chrysler-Plymouth-Fargo and Dodge-DeSoto, from Quebec and the Ottawa valley area. Separate meetings were held at the Windsor Hotel, preceding the public introduction of the corporation's 1957 cars in dealer showrooms across Canada.

Highlight of the program was a musical comedy-style presentation

SOUTHERN CANADA POWER COMPANY, LIMITED

The Board of Directors has declared the following dividends:

6% Cumulative Participating Preferred Stock

No. 147, quarterly, \$1.50 per share; plus additional \$1.00 per share participating rights for fiscal year ended September 30th, 1956; payable October 15th, 1956 to holders of record at the close of business on September 20th, 1956.

No par value Common Stock

No. 126, quarterly, 6 1/2% per share, payable November 15th, 1956 to holders of record at the close of business on October 19th, 1956.

V. J. NIXON, Secretary.



PROVINCIAL TRANSPORT COMPANY
Drummondville Bus Terminal
Tel. 2-3377

of the new cars, performed by a road company of professional Canadian actors and actresses. The entire show, complete with its own cars and trucks, scenery, props, stage crew, lighting men, musicians and actors arrived over the holiday week-end to set up and rehearse. It is travelling across Canada during October. The show preceded business meetings, after which the dealers were entertained at receptions, luncheon and a dinner.

Attending the showing from Chrysler of Canada's office at Windsor, Ontario, were a number of senior corporation officials, including C. O. Hurly, vice president in charge of sales, John C. McGuire, general sales manager, Chrysler-Plymouth-Fargo division and Howard J. Rosebrugh, general sales manager, Dodge-DeSoto division, E. W. Irwin, director of merchandising, H. J. Moore, general parts manager and G. A. Orphal, general trucks sales manager.

"Plymouth, Dodge, DeSoto Chrysler and Imperial cars incorporate the most sweeping advances ever made by the company in a single model", said Ron W. Todgham, president of Chrysler of Canada in discussing the new automobiles. He referred specifically to "an unparalleled overall reduction in height" representing the culmination of nearly four years of closely co-ordinated engineering and styling development work.

Pacing the long list of changes are rakish new silhouettes, with hardtop and convertible models as much as five inches lower. The long-low appearance of the cars is highlighted by soaring tail fins, giving what the stylists call "the shape and sense of motion". Under the new bodies is the first major across-the-board suspension change made by an automobile company in Canada since 1933. The new cars incorporate front torsion-bars, ball joints, anti-brake-dip mountings, longer out-rigger springs, and complete rubber isolation eliminating metal-to-metal contact.

Other advancements in Chrysler of Canada's 1957 line-up extend to virtually every aspect of the cars. Changes start, actually, at the road with new, wider tires and 14-inch wheels. They encompass new box frames for the new bodies and suspensions, new and flatter hoods, aluminum grilles, larger windshields and more glass area, new transmissions including the introduction of versatile three-speed automatic transmission (push-button operated). Complete newness is also found in colors, fabrics, instruments, door handles and interior fittings, dual and dual-type headlights, safety features such as padded sun visors, instrument panels and deephub steering wheels. Even the engines have been improved, with higher compression ratios, better breathing through camshaft and valve changes, and larger displacements. The changes give Chrysler of Canada the most versatile and flexible power plants ever built by the firm.

Competition For Children

The Royal Empire Society has announced its 1956-57 essay competition for school children. The annual competition stresses the role the British Commonwealth is playing among the nations of the world. Last year 960 essays were written and winning entries came from schools as far apart as Newfoundland and British Columbia. Especially noteworthy is the fact that many of the best essays came from remote districts where library and reference facilities are limited in the extreme. The nine money prizes range from \$15 to \$50, with forty-five special prizes to be

awarded those receiving honourable mention. Entry deadline is January 1, 1957.

CLASS A
Both topics and awards have been chosen for appropriate age groups. Class A applies to students from 16 to 19 and the subject is "what would you consider to be the main advantages and disadvantages (if any) of remaining within the Commonwealth for (a) a non-self-governing territory approaching independence, and (b) an independent country of the Commonwealth and Empire?"

CLASS B
Class B for students from 14 to 16 has the choice of "A Locust, A Tsetse-fly and a Mosquito meet to boast of the harm each could do to Man. Write an imaginary argument for each" or "The use made of either irrigation or hydro-electric power in the Commonwealth and Empire?"

CLASS C
Class C for contestants under 14 years of age offers this topic — "if you had to plan an exchange visit with a boy or girl of your own age from another and distant part of the Commonwealth and Empire, describe the arrangements you would make for your guest in your own country, remembering that the visit is to last a month and that your visitor will wish to see as much as possible in the time. Also write a letter to your guest telling him (or her) what you would like to see in his (or her) country, giving your reasons."
In class A there are three prizes of \$50, \$35, and \$20. Length of this class of essay may not exceed 3,000 words. In class B, three prizes of \$40, \$30, and \$20 are offered for essays not to exceed 2,000 words. Class C offers three prizes of \$30, \$20, and \$15 for essays which do not exceed 1,000 words in length.

"Something To Crow About"

The latest in the Canadian Bank of Commerce series of farm booklets is a well-illustrated guide to good poultry management, entitled "Something To Crow About!" The booklet has been prepared with the assistance of Professor J. P. Walker, Department of Poultry, Queen's Agricultural College, and of poultry authorities in Government agencies and Agricultural Colleges throughout Canada.

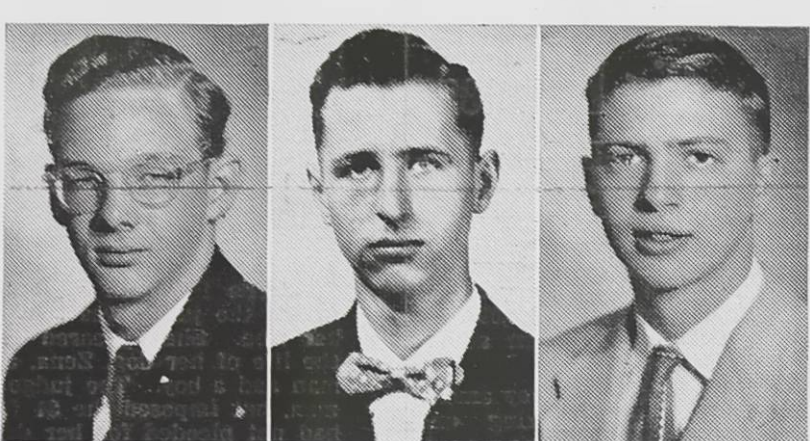
The new booklet traces every phase of poultry raising right from the initial need for an adequate local market condition, to the necessity for keeping accurate records of production and sales. Jack Cockburn, of Drumbo, Ontario, has contributed a series of cartoon-style illustrations for the booklet which help to emphasize some of the more important points in poultry management, such as the need for adequate space for the young chicks during the first few weeks in the brooder. Selection of the most suitable breed of poultry is in itself a highly important consideration, the booklet suggests. It notes a trend over the past few years toward specialization, with some strains bred to produce large numbers of eggs, and others for their ability to put on flesh rapidly. Results can be more satisfactory, even at the cost of a few more cents per chick, if the poultry producer makes sure that his chicks have a well-developed breeding program behind them.

Size of the flock is another prime factor. The Bank booklet suggests that a laying flock of at least three hundred pullets is an efficient size, and is also practical for brooding unit would be sufficient for starting sexed chicks, or two brooding units for mixed chicks.

A MAGICIAN WHO FOOLS MAGICIANS



This is one of magician Gogia Pasha's least gruesome tricks. Instead of pulling rabbits out of a hat, he pulls a goldfish bowl out of a fez. On other occasions he places a girl on the sharp points of three swords, cuts out hypnotized individuals' tongues, or puts a white chicken's head on a black chicken's neck. He showed his tricks to the convention of magicians in Toronto—but even to them he is a magician. They can't explain how he does it. Gogia is a Sikh from Kashmir.



Recent results disclosed by G. A. Smyth, superintendent of pensions and staff registrar for the Canadian Pacific Railway, show that Walter A. Dutton, left, of Montreal, Thomas J. O'Shea, center, of Vanguard, Sask., and Joel Clemen, right, of Montreal have won CPR scholarships to attend McGill University. This brings to 102 the number of scholarships awarded by the C.P.R. since they were inaugurated in 1905. Walter Dutton is the son of Albert Dutton, assistant to engineer of electrical equipment, office of the Chief of Motive Power and Rolling Stock. Thomas O'Shea is the son of Michael O'Shea, pensioned agent, while Joel Clemen is a junior clerk with the company. The scholarships are open to employees who are under the age of 21 and to minor sons and daughters of company employees. (C.P.R. Photo)

Feeding sanitation, range management and successful marketing practices are other subjects thoroughly covered by the booklet. Both for the beginner, and the experienced poultry producer, it offers a host of practical information and advice which should help make for better and more profitable poultry flocks.

The new booklet is available at any branch of The Canadian Bank of Commerce, or by writing to Mr. F.S. Taylor, Advertising Manager, The Canadian Bank of Commerce, 25 King Street, West, Toronto.

Pedestrian's Safety Rules

In your little pilgrimage in search of common errors note how often motorists are bewildered and hampered by the thoughtlessness and selfishness and disobedience of the walking population. The pedestrian

De-icing Salt Corrosion Inhibitor

In the not too distant future, winter will be upon us once again bringing with it all the problems of ice and snow removal, and the ever increasing public outcry against corrosion brought on by the use of de-icing salt.

Undoubtedly, salt is our best answer where highway safety is concerned, but there is one drawback. That is the problem of corrosion of automobiles, trucks, buses, street cars, bridges, all public utility transport, and in fact, any metal contacted by the salt. The people in your locality can probably show you holes in their automobile fenders; and the car is only two years old.

Fortunately there is a very simple, inexpensive method of combating this corrosion menace, a menace that until recent years we just had to live with. It is by applying a small amount of a specially formulated inhibitor, Banox, to the salt as it is thrown on the roads and streets. As little as one of Banox per 100 lbs. of salt is required to effectively reduce the corrosion rate by over 90%. The action of the Banox is to actually film on the surface of the metal it contacts and prevent the brine from attacking the metal.

In addition to these filming properties, Banox is odourless, non-toxic, harmless to skin, eyes, clothing, shoes, rubber, paint surfaces, concrete, plants, trees, etc.

We invite you to purchase trials lots of Banox for inclusion in your first de-icing program this winter and await the reaction of the local population. From past experience we know that everyone will be pleased all round, your engineering department as the initiators of the protective treatment, and the inhabitants as the ones to benefit by this treatment.

Cost of using Banox is very low and a rough estimate may be arrived at by allowing .02 per capita per year. This would vary a little depending on the amount of snow falling in any particular district.

The mixing of Banox with salt is not critical since traffic soon provides the necessary mixture for effective corrosion control. Banox is faintly coloured to show that it is present on the streets. Even the dye used is of food grade quality.

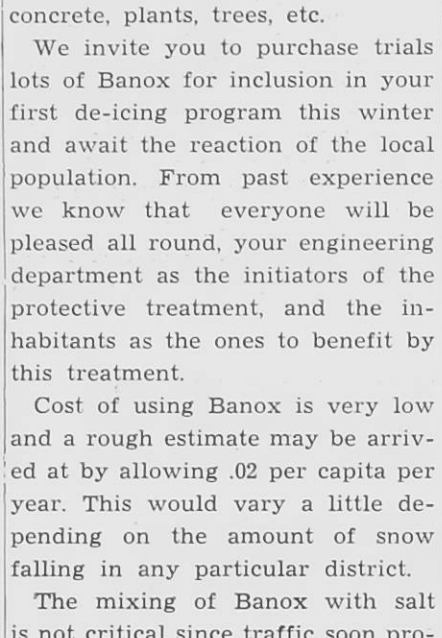
Why not join the scores of communities regularly using Banox and keep your citizens contented where

4,000 Permits Suspended

QUEBEC — The violator of traffic regulations is gambling with his own life and the lives of innocent citizens, cautions the provincial Department of Transport and Communications. The suspension of more than 4,000 drivers' permits during the current crackdown on traffic offenders, is enough to make anyone realize the size of the accident problem. The ultimate objective of enforcement is to create a deterrent effect on the potential violator who without this summary correction, would be liable to cause some irretrievable damage. That's the reason why legal authorities recommend rigorous action to get traffic offenders off the road before they have a chance of killing anyone "without doing it on purpose", of course.

Law-abiding motorists, who do realize the odds they are up against in present day traffic, are playing safe when they adjust their speeds to prevailing conditions of traffic, weather, visibility as well as their physical and mental abilities.

NO TRANSFUSIONS GIRL WITNESS DIES

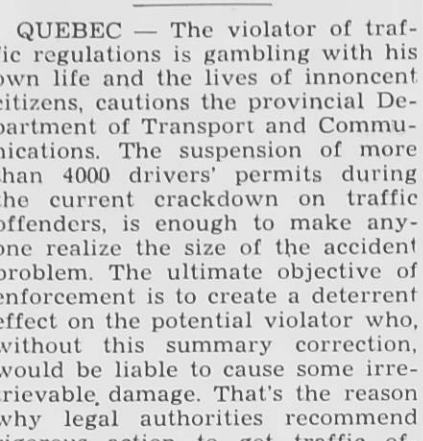


Refusal by her family to allow blood transfusions resulted in the death of Katherine Onoferson, 26, according to doctors in Calgary, Alta. She and her parents are members of the Jehovah's Witness sect which bars blood transfusions on religious grounds. Cause of her death was noted as internal hemorrhage.

YOUNG MEN

So long as we love we serve; as long as we are loved by others would almost say that we are indispensable; and no man is useless while he has a friend.

SGT DICK



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

PUBLIC NOTICE

PROVINCE OF QUEBEC, DISTRICT OF ARTHABASKA, IN THE MAGISTRATE COURT, County of Drummond
No. 11,709
ROLAND ROYER, plaintiff
vs
Dame PAUL PARENTEAU, defendant
The defendant is ordered to appear within one month. Drummondville, October 9th, 1956. H. P. PRECOURET, G. C. M.

PUBLIC NOTICE

PROVINCE OF QUEBEC, DISTRICT OF ARTHABASKA, IN THE MAGISTRATE COURT, County of Drummond
No. 11,718
Dr GUY D'ARGENCOURT, plaintiff
vs
ROGER DUPRE, defendant
The defendant is ordered to appear within one month. Drummondville, October 9th, 1956. H. P. PRECOURET, G. C. M.

THE LONGER YOU HOLD THEM... THE BETTER THEY GET

PUT IN \$500⁰⁰ GET BACK \$736⁸⁸

... that's big news in saving!

The Eleventh Series of Canada Savings Bonds offers a "stepped up" scale of interest payments which begins at 3 1/4% and increases in steps until it reaches 4%. This means that one of the new \$500 Canada Savings Bonds earns \$236.88 in interest during its 12 1/2 years of life. So, if you hold it until maturity you get back \$736.88 for each \$500 you invest.

As always, Canada Savings Bonds can be cashed for full face value plus earned interest at any time. Every dollar of your investment is always available.

Study the new "stepped up" scale of interest payments in the table on the left. Then make plans now to sign up for your new Canada Savings Bonds. There never was an easier or safer way of putting by a good nest-egg for the future.

BUY CANADA SAVINGS BONDS

For cash or by instalments through your investment dealer, bank, trust or loan company, or on the Payroll Savings Plan where you work.

ELEVENTH SERIES CANADA SAVINGS BONDS INTEREST SCALE	
First two coupons pay	3 1/4%
Next two coupons pay	3 1/2%
Next two coupons pay	3 3/4%
Last seven coupons pay	4%
Total interest return for each \$100 investment if held to maturity	\$47.38

DENOMINATIONS

Coupon Form
\$50, \$100, \$500, \$1000, \$5000
Fully Registered
(Interest paid by cheque)
\$500, \$1000, \$5000
Limit to registration in any one name—\$5000
Immediately cashable for full face value plus earned interest at any time.

It's Bonanza time at Buick Dealers!

...And the Pickin's were never better

You get a triple Bonanza in today's Buick

Bonanza Trade-in Allowance
—because your present car is at its peak value right now. And because—with Buick to popular everywhere across the country—our bigger sales volume permits us to make you an even better trade-in allowance.

Bonanza Buy
Buick prices start right next to those of smaller cars. But those Buick dollars buy you a lot more automobile—more power thrill, more styling freshness, more ride stability, more solidity—the Best Buick Yet.

Bonanza Resale
A Buick always resells high. But the '56 Buick will bring you even more money when you trade it because it carries today's new Variable Pitch Dynaflow... and the only transmission that breaks with the past to bring you switch-pitch performance and extra gas savings.

It's a great time to buy a Buick

Now's THE TIME to take your pick of the brand-new 1956 Buicks—and know the fun and satisfaction of bossing the Best Buick Yet. Why now? Because right now your present car is at its peak worth... And because right now Buick prices are mighty easy to take. (Who knows what next year's prices may be?) And because right now our volume sales of this fast-selling big car permit us to make you an eye-opening trade-in allowance. But you'll pick far more than just a money-bargain when you pick a '56 Buick. You'll pick the only car with advanced new Variable Pitch Dynaflow*—world's most modern transmission. You'll pick the car with a power-packin' new V8 engine. And a new sweet-riding buoyancy. And a new "sense of direction" handling-ease and road-steadiness—the car whose extra roominess and extra luxury say "BUICK," and nothing else but. So drop around the first chance you get, like today for instance, and pick yourself the best buy you ever made—in the most automobile your money ever bought.

*New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.

P.S. We have some especially good buys right now on the high-powered CENTURY and the extra-spacious SUPER. Better see 'em real soon!

Get 4-Season Comfort in your new Buick with genuine FRIGIDAIRE CONDITIONING

GARAGE MONTPLAISIR LIMITED
269 LINDSAY STREET DRUMMONDVILLE QUE. TEL. 2-3380