

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 Zweibrucken base have their own mode of transportation small, compact motor bikes complete with high wind-screens, speedometers, gas tanks and powerful

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 Zweibrucken or even on longer rides on week-ends to Heidelberg, Luxembourg or Tri-

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 of getting around the district so one evening six of us went into Zweibrucken and all bought bikes".

The next day, two more airwo-

men got their machines. Almos every nice evening, right after super, 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 airmen 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" and sound like a fleet af contented outboard motor boats.

Neatly lettered on front mudguards are such names as "Little fus had been President of the Com-Beastie" and "Mighty Min" but the 3 Wing airwomen aren't out to break heads or speed limits. All are well acquainted with German traf-

fic regulations. There isn't a skilled mechanic among them, however the airwomen ensure that their motor bikes | Broadly Speaking, the cost of liv-

In the Navy

The memory of a humble English farm boy, who became one of the world's great paying farm. world's great navigators and con- Since the expenditure pattern of

The man who rose from lowly beginnings to greatness as both a

The monument itself was in fair- 1949. ly good condition, but its surroundwalk was laid. Badges from each

ton and Victoria, laid a wreath at 53 percent! the base of the monument.

Pearl Harbour to resume their ex- it will be seen that total earnings

In the Army neral Staff, for his cool thinking the poorer.

roy, Ont. a member of The Royal the crocodile variety. 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 docu-

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

Safe Hunting

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 mind . . . and good hunting!

The DRUMMONDVILLE



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DRUMMONDVILLE. FRIDAY, OCTOBER 19th, 1956

Population Has Decreased Notably in Dr'ville



At the meeting of the Board of Directors held this afternoon Charles W. Palmer, Executive Vice-Presideni, 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 1926, 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 Drey-

Always Up

pany from its inception until his

are kept in top running order. And ing for most Canadians has risen by the machines get the same spit'n'- nearly 20 percent since 1949. That polish treatment the girls give their is the meaning of the most recent figures of the Dominion Bureau of "They Did Not Die In ain": Statistics which show that the Con-

During their recent training of other commodities and services terms: cruise to the Hawaiian Islands, the as well. Over the past six years the

tle short of sensational! D.B.S. fi- the province to live in. to commemorate the visit of the canadian frigator

weighed anchor and proceeded to gains made in "fringe" benefits and Mr Robert Bernard, and I are. in manufacturing have risen nearly

a return voyage 13 months later. What is true of manufacturing is, deal of respect for their memory — nes. We are happy to run the list A bronze plate below high tide of course, largely true of other in- I would go as far as saying that you of the winners, trophies and com- by Canada in the first half of this marks the exact spot where he fell. dustries. We have yet to meet the have a kind of cult for your heroes. petitions held. wage earner who can fairly claim 19-year-old soldier with less to be worse off than he was in 1949. than a year's Army service has On the other hand, pensioners and been officially commended by Pt. other who live on fixed incomes not

five-year-old boy in the Niagara admission that the tears currently Pte Neil L. McKellar, of Strath- higher living casts are strictly of



Brewery Limited has been ancause an explosion. Keep safety in ceeds W. Gorman Kennedy, who nual labor. 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 Amirault, Tom Hilliard, Jim Matthews and Gerry Lemay.

Drummondville Cenotaph Unveiled CROSSE

the Ceremony.

tributed greatly to the opening up no two Canadians is precisely the Frederci Park last Sunday to atof the Pacific Coast of North Ame-same, the index cannot be used to tend the unveiling of a cenotaph rica, was honoured recently by two measure to the exact dollar just erected as a tribute to our soldiers announced to- Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes who have faced a storm of Montreal for 15 years, chairman heroes whe the monument erected to him on in 1949. It was never intended to the money canvassed through the Archde scientist and a naval officer was a reliable guide to the increase Captain James Cook, who was which has taken place since 1949 Boursease Scientist and a naval officer was a reliable guide to the increase sided over by colonel Johnny Born in 1885; gratuated B.A. Mo

year the average hourly wage of the million-and-a-quarter Cana-The Ste. Therese, whase person- The story doesn't end there, how- paign. My congratulations and my nel shared in the renovation of the ever. The weekly manufacturing most sincere thanks also to the cimonument and the subsequent ce- wage has risen over the same pe- ty council for its more than gene-

Gen. H.D. Graham, Chief of the Geeasily supplemented are decidedly us, should there be another World Woodyatt Memorial (Manoir Drumauto parts \$157 million (plus 9.1%); and courage in saving the life of a These apart, candour compels the many more names would have to be mirault, Gall Cup (Class C Champ.) being shed by the rest of us over Because, in the opinion of scientists Jim Matthews, Dennison Trophy million (plus 138%); crude petrocatastrophy will never occur.

Wood, Wood

J. Paul Bertrand. whose appoint- about five dollars a cord, must sa- R. Brady, Sat. 4 Ball Best Ball; Dr Planning on a little hunting this ment as director of sales of Dow tisfy himself with imitation logs G. Rodrigue, Qual. Round Class C; nounced by J. Armand Desrochers, made of pressed sawdust-unless, er Up R. Bernard Trophy; Bob Payvice-president and general manager of course, he is wood-crazy like me ette, Celanese Cup, Runner Up R. Bernard Trophy, Sept. Special Low was appointed assistant director of and possesses ten acres of inferior Net A. Ringer Comp. L. Net A;

Colonel Johnny Bourque at Rvd. Canon Taylor Appointed As Archdeacon of Montreal

frigates of the Royal Canadian Na-by which landed a party to restore the monument erected to him on the monument erected as a tribute to our soldiers who died during the last World day the appointment of the Rev. Canon R. Kenneth Naylor, D.D., as the monument erected to him on the monument was done and the monument erected to him on the monument erected as a tribute to our soldiers who died during the last World day the appointment of the Rev. Canon R. Kenneth Naylor, D.D., as the monument erected to him on the monument erected to him on the monument was done and the monument erected to him on the monument was done and the monument was done and the monument was done and the monument erected as a tribute to our soldiers who died during the last World day the appointment of the Rev. Canon R. Kenneth Naylor, D.D., as the monument was done and the monument was do number of Committees of the Ge-Born in 1885; gratuated B.A. Mc- neral Synod, chaplain to Hussars dier that is second to that of God Population slain when the natives tragically in the average prices of such basic Bourque, Sherbrooke M.P. and Mi-Gill University 1906; lecturer at Regiment for several years, co-alone. misinterpreted his intentions at essentials as food, shelter, clothing, nister, himself a veteran, who deli- McGill in Classics; ordained Des- founder of Fellowship of the West It's a cross that's worn by women; Catholiques Kealakekua Bay, Hawaii, in 1779. fuel, lighting, furniture and a host vered the speech in the following con by Bishop Farthing 1912; or- with the Rev. Geoffroy Guiton & when we se it we believe we redained Priest by Bishop Farthing the Rev. Elton Scott, 1929-1930 Cle- cognize an angel by the red cross N. catholiques And now, I would like to say a 1913; rector at Rawdon 1912-1925; rican member of the team in West- on her sleeve. frigates Ste. Therese and Stettler cost of all these things has risen, few words in English, for my lecturer in Divinity McGill Univer- ern Canada of the Fellowship of landed work parties to restore the to a greater or lesser extent, so friends of the Eastern Townships, sity from 1952; professor of Theolo- the West, past chairman Fellowship monument which stands near the that today nearly \$120 is needed to especially of Drummondville and gy — Diocesan Theological Colle- of the West, associated with Ecuspot where Captain Cook was slain. buy what \$100 would pay for in vicinity. It is indeed a great plea- ge — 1925-1949; 1940 — Rector of menical Movement and in 1920 went sure and an honour to be with you Trinity Memorial Church; 1942 — to England with Bishop Farthing, This is all very terrible, of cour- on this day, to unveil your Cenoings required attention. The vegetation around the plot was weeded and trimmed and a new concrete and trimmed and a new concrete.

This is all very terrible, of courting day, to unveil your Cenotation. The vegetation around the plot was weeded and salaries. Here the increases in already said so many times, that Theological College: 1056. and trimmed and a new concrete the increases in already said so many times, that the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of six years are lit- the Townships are the best part of the breif space of eacon of Montreal, succeeding the late Ven. Archdeacon A.P. Gower-I wish to congratulate the authors Rees; chairman of Committee re rical Society, warden Diocesan Lay

Major Imports

years together with gains from si-

chinery \$309 million (plus 49%);

On completion of the repair work a guard was paraded and the commanding officer of the Stettler, Lt.-Cdr. G.R. MacFarlane, of Edmonton and Victoria, laid a wreath at the base of the million-and-a-quarter Canadians who work in manufacturing was better than \$1.51 compared cents in June, just over 98 cents in June, 1949. The increase here thus exceeds 53 percent! Closing Dinner by Dr'ville Constitution of the Canadian Legion of Drummondville and its president in particular, Mr Macpherson, and the whole population of this beautiful city for their gene-state of the constitution of the commanding officer of the Stettler, Lt.-Cdr. G.R. MacFarlane, of Edmonton and Victoria, laid a wreath at 1949. The increase here thus exceeds 1949. The increase he Golf & Curling Club Saturday

Last Saturday, a closing dinner Round. Runner Up R. Bern. Tr remony, is commanded by Lt.-Cdr. riod from \$41.71 to \$62.24, while rous contribution to the fund; their was given by the Drummondville (1955); Art. Lacasse, Sept. Special P.J. Pratley, of Westmount, Que. | the working week has been reduced gesture proves how civic-minded its Golf & Curling Club to its many L. Net B.; Norm. Ferguson, Ringer Their perfects paid to an honour- by an hour and 20 minutes (42.3 to members are and why you should members. The dinner was held in Comp. Low Net B.; Steve Hoagland, ed sailor of old, the warships 41.0). Add to this the sweeping be proud of them, as my colleague, connection with the awarding of Grantham Cup, Champion of the trophies captured during the sea- Junior Class. son by players. The president Joe It is most gratifying for an old L. Killoran presided the festivities Captain Cook discovered the Ha- three times as much as pirces. Put soldier like myself, in unveiling this and delivered a speech as weel as waiian Isalnds, which he named another way, manufacturing pay monument, to see that your sons Mr Paul Frigon, mayor of Drumthe "Sandwich Islands" on January increases have been 300 percent and your friend did not die in vain; mondville West. Trophies and cups 18, 1778, and was slain there during greater than the increase in prices. at least, you have shown a great were presented by captain Jim In-

Although I am most honored to Pete Guilmette, Dominion Cup, milar period in '55, as reported by be here this afternoon, I cannot Celanese Cup, J. Paul Leblanc, St. The Financial Post. Non-farm mahelp but think with apprehension Onge Memorial, Spring Field Day, about what lies in the future for (Low Gross Class C); Don Gauthier War. I cannot help but wonder how mond Cup), Celanese Cup; Cleo A- farm implements \$134 million (plus added to this already imposing list Low Net 18 holes (Dominion Cup); 51.5%); rolling mill products \$120 and experts, it is not at all definite (Class B Champ.), L. Gross Ringer leum \$119 million (plus 11%); autos that there would remain much on Comp. B, June medal, Spring Field the face of this earth, should there Day Low Gross B; Jim Innes, Ma- \$119 million (plus 122%); engines be an atomic war. I am sure it is nufacturer's Cup, (Club Champ.), and boilers \$68 million (plus 11.5%) the sincere hope of everybody and Drummond Business Forms, Robert especially of all parents that such Bernard Trophy, Spring Field Day Low Gross A; Tom Hilliard, Robert Bernard Trophy, (Four Ball Best Ball Champ.), Competition 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.; But one of the most arresting Jean Fortin, Runner Up Class C Champ.; Bill Parker, St. Francis facts in Canada is that here on the Paper Prize, Qualifying Round Pacific coast, beside the nation's Club Champ., Ringer Comp. Low Gross A, Gerry Lemay, Leo Loisellargest forest, it is almost impossi- le Prize, September Medal; Jacques ble to buy cordwood for your win- Lemay, Rankin Trophy (Senior-Junior); Neil Graham, Blais & Pare ter fire, writes Bruce Hutchison of Prize, August Medal; Alf. Gauthier, Victoria in The Financial Post. Spring Field Day High Gross; Rejean Gervais, Qual Round B Champ Wood is too valuable to burn. The Captains Prize L. Net; Jack Hoagland, September Medal Special householder, accustomed to big Yu- Wilfrid Laurin, Spring Field Day le logs of first-growth timber at L. Net B; H. French, Spring Field Day L. Net C. Sat. 4 Ball Best Ball; Mozart Bourbeau, July Medal, Run-

lips, Robert Bernard Trophy Qual.

soldier gets his share, from a trip across the ocean to the envied

There are crosses on his letters -

which very few may own; to a sol-

far too many so it seems; there are Familles crosses by the censor and the lady N. catholiques

Statistics Computed recently by ST-PHILIPPE ecclesiastics show sharp decrease Population as far as Greater Drummondville is Familles

Familels

Figures Show 490 Decrease For St. Frederic Parish Only - Com-

concerned. Figures, of course, are Catholiques valid for the last year. We were Familles old the number of families has re-N. catholiques mained remarkably the same but Familles opulation as a whole has decreased The most plausible explanation: many youngters are now working Population

putation Not Completed et.

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

Here after a summary of the figures computed to date: produce a million more pairs of shoes next year. But the odds are

1955 1956 they will cost the consumer more. Population Familles 8.718 of higher wages and materials. It Catholques 1,980 quotes Charles Faure, Executive Familles

N. catholiques Familles 6,618 6,303 Population 1,482 1,429 Catholiques Familles N. catholiques 12 enviable position, due to factors Familles

ST-SIMON 4,448 4,201 control". Population Familles

816 domestic manufacturers are reluct-N. catholiques STE-THERESE Familles

Catholiques

Familles

Catholiques ST-JEAN-BAPTISTE

Familles

to 6% seems inevitable. **Autumn Festival**

Higher Shoes

Canadian shoe makers expect to

reports The Financial Post, because

Vice President of the Shoe Manu-

facturers' Association of Canada,

"Obviously, a price increase at

this time is not the ideal remedy,

over which the industry has little

Facing strong foreign competition

ant to boost at this time but they

agree that an increase of from 3%

38 but footwear prices are in an un-

St. George's Church will hold its Anglican Autumn Festival at the Legion Hall on Saturday, Oct. 20th. 4,175 Bring your friends, for this is the 804 big event of the year, which no-one 4 257 4 164 should miss You will be delight.

> Penny Sale, Candy, White Elephants, Fish Pond, Food, Flowers, Plants, Aprons, Toys, Parcel Post, Cards, Country Store, Gifts for all occasions. 310

Tea will be served between 3 and 45



The above photograph was taken at the official opening of the Interco 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 low: Slaude Melançon, Gosselin's captain and treasurer; Laurent Gamache, director, Robert Biron, director, Claude Tessier, secretary: Henri Masse, Triad's captain.



put in your first shell, examine the bore through the breech to be sure bore through the breezh through through through through through the b Lemay, secretary; Jack Hoagland and R. L. Guilmette.

season. At the table of honor, we see (l. to r.) Mr. George Haggerty, president of the Chamber of Commerce; Mr. Robert Bernard, Drum mond M. P. and a former president; Joe Killoran, president; Paul H. Frigon, vice-president and mayor of Drummondville West; Gerry

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DRUMMONDVILLE, FRIDAY, OCTOBER 19th, 1956

Academic Hogwash University professors get to thinking towers". they are profoundly wise. This ain't ne-

cessarily so. It is true that they have a good deal of book learning — but that doesn't mean

much, unless it is coupled with real life experience. I know one professor who remembers everything he ever read; but aside from his remarkable memory, he has about as much in the way of brains as my thumb are talking about because they are "educated".

I wish some of our standing Canadian Maybe that is what we deserve. When writers would tangle with a few of the free men and women swallow academic Canadian university professors who are hogwash for too long, they cease to dealso spouting "pure academic hogwash" serve their freedom! a good deal of the time. I've been reading

a report of the comments made by Prof. Lower, before the Royal Commission on Broadcasting, and his observations certainly have the dull ring of lead coins and seem to me about as sterile and frightened

Prof. Lower is still fighting the war of lished Every Friday at 400 Heriot Street. Drummondville, Quebec, by La Parole Limited.

1812. He would have us base all our broadmondville, Quebec, by La Parole Limited. casting activity on his fear of the U.S.A. and of individual initiative. Like many ac-Canada, one year.... \$2.50 Canada, six months \$1.50 ademicians, he is so fearful of phantom dangers that he would have the government wrap its protective arms around all human activity, with the possible excep-

as hogwash, academic or otherwise, could

Well, Professor, a good many Canadians agree with Adela Rogers St. John that "too much inaccurate and prejudicial balderdash comes out of the ivory

The unfortunate part of all this is that there are so many folk who look with awe at professors, and dring in this hogwash as if it were well-brewed wisdom. Instead of trusting to their own brains and experience, they take the attitude that the college professors ought to know what they

had something to say about the isolated ers, and from those who have been indocview-point of "sterile and frightened pro-fessorial minds". She spoke of the considered views of a professor from a highly res- rapidly-growing young nation may wind to thinking of doing less. thriving. pected university as being "pure academic up a broadcasting system carefully bundl-

ed in a government wrapper.

me worker thought first of earn-

oviding higher wages that would

dded cost of goods. This way the-

eat away the gains. This way the

Terms of

By Joseph Lister Rutledge

By Joseph Lister Rutl The one thing that the union something to the argument that we industry has provided tools that across Canada is by: worker and his officials have almust be very careful in our immihave enabled the worker to expand

1. Encouraging early detection of December 10. Record on CBC-Radio world's number one home enterways been clamoring for is full employment. The lack of it, which has been the bugaboo used to sup
must be very careful in our immigration planning lest we leave our native Canadians jobless.

must be very careful in our immigration planning lest we leave our native Canadians jobless.

I. Encouraging early detection of diabetics a urinalysis should be a part of every medical checkup at no extra cost.

I. Encouraging early detection of diabetics a urinalysis should be a part of every medical checkup at no extra cost.

A small cupboard or even a draw-no extra cost.

ways been clamoring for is full employment. The lack of it, which has been the bugaboo used to support a thousand demands based on the hazardous nature of employment, is an argument that must be wearing pretty thin.

It isn't possible for everyone all isn't possible for everyone ways to be employed for everyone ways to be employed, how would you provide for the time necessary to shift considerable grounds workers from the woods to the harvest fields? And how would industry grow or the worker davance, if every individual were frozen in his constant and unchanging employment? For movement between industries means that for some period of time some workers must be moving between jobs rather than working.

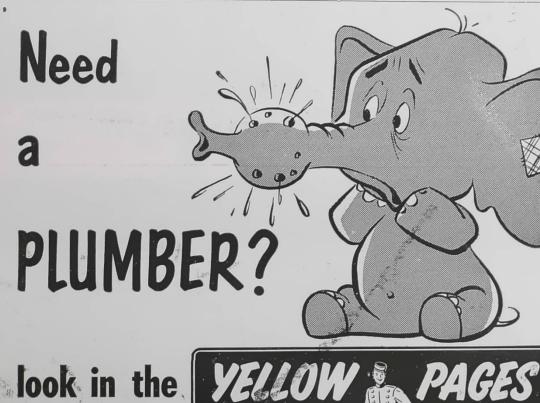
However if full employment is However if full employment would make us the working and the entry of the movement of the workers from the workers from the workers from the workers and unchanging employment? For movement between industries means that for some period of time some workers must be moving between jobs rather than working.

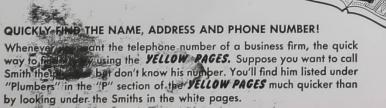
However if full employment is However if full employment would make us the working and the time required to move frozen in this constant and unchanging employment? For movement between industries means that for some period of time some workers must be moving between jobs rather than working.

However if full employment is However if full employment would make us the working and the time can work and the proposal and the customent of the time can work and the customent of the many of the hard of the customent of the customent of the customent of the movement and the customent and the customent of the movement and the c

we have come close to accomplish







Smith their but don't know his number. You'll find him listed under "Plumbers" in the "P" section of the "PELLOW PAGES much quicker than by looking under the Smiths in the white pages.

FIND THE NUMBER "QUICK AS A WINK" IN THE YELLOW PAGES



nembered that present Kremlin re- any occasion.

Any doubt on this score should be fowl and fish.

ism with which Lenin and his to serve with red meats.



Recently, a famous writer, Adela Rors St. John, who has made important on Broadcasting hears little from the man

Consequently, the Royal Commission wally Koster and Joyce Hahn have returned to CBC-TV's weekly spectacular "Cross-Canada Hit Parade". The two vocalists had a busy spectacular "Cross-Canada Hit Parade". The two vocalists had a busy spectacular "Cross-Canada Hit Parade". The two vocalists had a busy spectacular "Cross-Canada Hit Parade". The two vocalists had a busy spectacular "Cross-Canada Hit Parade". gers St. John, who has made important on Broadcasting hears little from the man spectacular "Cross-Canada Hit Parade". The two vocalists had a busy their belief in totalitarianism and orange juice as a fast pick-me-up; contributions to the art of the short story, of experience, and much from the cloistguest appearances and filling night club engagements.

Starting on October 10 with the

The Diabetic length works. This figure represents as many operas as have ever been produced on CBC-Radio in one seaport with the produced on CBC-Radio in one se — Ambrose Hills | Ciation are outlined in an article | On November 21, the CBC Opera | as a hamburger, for example, adds | especially prepared for the current Company will present "Hippolyte a continental touch to an emergency issue of Heaulth Magazine, official and Aricie" by the eighteenth cen- dish when you're faced with an picture, according to the Dominion couple that demand to the addi- publication of the Health League tury French composer, Jean Philip- unexpected guest. Bureau of Statistics, unemploy- tional demand that they be asked of Canada. ment represents only 1.7 per cent to work fewer hours in return. In The Association cannot do much cal theory and in the practice of home or apartment is at a premium. of the labor force and that despite a sense, of course we have made for the diabetic who is already in harmony, Rameau is acknowledged This is the dilemma that continen

performance of Sir William Wal-

by increased production and to secure them as of right.

and Dr. A. L. Chute, Physician in Einstein describes as "a merry one-cure them as of right.

Einstein describes as "a merry one-cure them as of right. ing. Unemployment, by the latest available figures, is at its lowest point since August, 1951. As a matter of fact, in many sections, demand is exceeding the supply of many lates as a bit of a shock, not that workers available. The trouble with the first method is that it creates a "me too" attitude. Everyone is demanding more and, as there is no valid justification behind the demand, one is as studio performance of this work.

tion behind the demand, one is as much entitled to more as is the other. The result is obvious. The latest the demand, one is as a conducted by Ernesto Barther. The result is obvious. The latest the demand, one is as a conducted by Ernesto Barther. The result is obvious. The latest the demand, one is as a conducted by Ernesto Barther. bor charge, so large a part of all commodity costs, increases still more. As costs decide prices, added costs that are not qualified by some whole of Canada. There are now branches of the Association in every been announced. It will probably favorable factour must compel pri-ces workers, with others, must pay more for everything they use, eat, ba. wear or enjoy. Soon nothing re-

mains of the boasted wage gains.
They have been eaten up in extra Opera Presented

Jashions

this slim dress of the sheath type

closes in back with a zipper and

has a round, high neckline, idea

a wool tweed coat in green fleck

ed with black and white. The coa

above slit pockets. The sleeves

gether it is a good ensemble and

each piece on its own has many

nin & Khrushchev to persuade free outlay of effort, a little more ex- For some time after TV began world through propaganda that Rus_ pert use of the machines provided in Canada the role radio would be then the actual cost of producing called on to play in the field of oeach unit of goods would be less. pera was in doubt. The CBC Opera

For Good Wines

ton's "Troilus and Cressida", the radio opera season includes seven full | Montreal — Most smart hostesses son even before the advent of tele- in glasses or in the food itself. And pe Rameau. An innovator in musi- But storage space in the modern the fact that the labor force has it come true. We have been paid a serious condition, but it can and as one of the great masters of tal connoisseurs have solved by keeping with the date on which taking her place as one of the

Are you a litter-leaver?

the-rocks or neat.

treating your guests to a flour

gne. For special occasions, one vin- small cost, many a meal can

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serious, honest, ambitious, man to operate a profitable business

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come which can be built to full time. \$1250 cash capital absolutely

to confirm contract. Balance payable at conclusion of agreement

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address so we can contact you, otherwise, application cannot be

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cratic are dangerous because they | Two bottles of French Champa- | With a little ingenuity and

How phony such propaganda ab- tage champagne such as those made into a treat by adding the

out "Russian democracy" really is marked 1947, 1949, 1951 or 1952. One simple tradition that has he

becomes apparent when it is re- non-vintage French Champagne for sway in Europe from time imm

me is composed of men who were One bottle of Cognac. This is one Bu checking roughly once

ing a reason for questioning sup- meal in style when served with cof- bottle that was used. And you'll

ole have had no real experience One bottle of good white Bur- in an expensive setting. No on

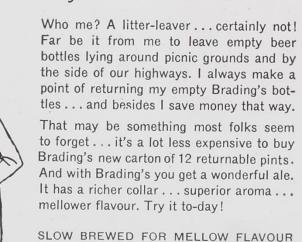
attempt Russians ever made to perts say, the average housewife is For Local News

ssipated by record of brutal cy- One bottle of good red Burgundy bedroom.

plices sought to stamp out With these six bottles, the ex-

ow seeds of parliamentary demo- prepared for any occasion no mattcracy when Constituent Assembly er how unexpected. They include

met nearly forty years ago. . Cognac because it is one of the



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It's pay day—and in one quick trip to the bank Jim will have his cheque cashed, a deposit made, his bank book written up. He likes this safe, convenient way of handling money.

> Jim's cheque is only one of two million written every day by Canadians, paying each other for goods and services. They represent 90 per cent of all transactions involving money, and speedy, skilled handling of cheques by the chartered banks is essential to the smooth functioning of the economy.

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Changes In

Insulin, penicillin, Salk vaccin, Galler. Penicillin was discovered The embryo of modern drug materials and those are fifteen years ago, was a dreaded ments.

Insulin, penicillin, Salk vaccin, cortisone, sulfa drugs — those are the magical words that in the past 10 years have marked a dramatic evolution for Canada's drug manufacturing industry.

An although this evolution has not been as noisily obvious as the arrival of the jet age, television and the automotive age, it has at told infection with pinpoint according to the service of and the automotive age, it has at least equalled all three in its concuracy. least equalled all three in its con- curacy. Garden-Graphs

Since evergreens carry their of the evergreens should be foliage the year around they are soaked again to supply needed Stalin's henchmen in long reign of of the finest after dinner treats month, this modest wine cellar control totalitarian terror. No less compell-known to epicures and finishes any be kept up to date by replacing constant need of moisture, moisture. Therefore, it is important that Mulching not only protects evergreens of all kinds have newly planted evergreens against water in abundance. Only ioo heaving caused by thawing and often the home gardener will stop freezing of the ground, but also iet Union is fact that Russian peo- One bottle of Bordeaux wine. they expect only when dining o watering when cool weather helps to retain moisture in the comes, but evergreens, including ground. A mulch will help to with parliamentary institutions. | gundy to serve with white meats, need ever Know that your "win the broad-leaved kinds, such as keep the soil temperature more cellar" is in the chest in the span rhododendrons, should be water even during the winter. ed until the ground is frozen.

When planting evergreens leave a saucer-like depression under each tree as shown in the accompanying Garden Graph.

Shraw peat moss or leaves can be used for this purpose. This drepression will hold water When watering evergreens one until it can seep down to the should bear in mind that since the roots are on an average of f warm weather occurs in one to two feet below the surface. January, bringing what the old- quite a heavy watering will be

timers call a "January thaw." necessary for the moisture to

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New balanced-ride rear suspension

gives balanced riding platform

minimizes nose dive

NEW, LONGER-LEAF SPRINGS COUNTER-

BALANCE SUDDEN FORWARD MOMENTUM

steps over bumps—controls sway

LIFTS FRONT WHEELS OVER BUMPS.

by all-new body and frame

UP TO 245 H.P. FROM THREE "V-8'S" AND

MEET THE LONGEST, LOWEST METEOR

IN HISTORY-EVERY LINE SAYS "GO"

then the ground around the roots reach them.

One reason that this transform-ion in the drug industrial quite young, hardly 100 years old, but the dynamic nature of recent tion in the drug industry has gone discoveries in the field of medicine virtually unnoticed is that most of have caused this comparativel s benefits are essentially negat. young industry to work rapidly to e in their impact. Pneumonia, keep ahead of medical require them throughout the country. Al though this can be considered th beginning of the industry, a spec tacular change has taken place. At that time, the only manufac-

turing operation was to grind up dry herbs or sometimes combine a few elementary ingredients in a solution of alcohol. By comparison, the modern drug boratory staff, often comprising

magmifficent

OF POWER, BODY AND FRAME

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The ent. 57

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| Canada's drug industry is still



manufacturer has a complete la- Come Thanksgiving, devout families flock to churches across the country. And Denny Vaughan is no exception; here he and his charmone-quarter of the entire wirk with ing wife, Helene, attend Toronto's beautiful Timothy Eaton Memorial ACRONIZE. It's a new process, just in a special safe driving appeal is- se loss and grief to Canadians.

accepted by the food and drug peopreparations can be manufactured. remained quite constant for a num-1 Throughout Canada, there are the "wonder drugs" — Aureomycin One of their foremost tasks is to ber of years despite the increase about 75 companies involved in to keep fish for much longer pe find ways in which drugs can be in cost of living and the modern therapeutic manufacturing — the riods just as tasty and fresh as whe produced at the lowest possible cost. Since drug manufacturing is developments in the drug industry. In the drug industry used solely on the prescriptions of the process has already been cost. a highly competitive industry, on- Drugs, as defined in this article, a medical doctor.

the lowest possible price can stay in business. As one result of this competition, the average price of a dosage of penicillin is only a fraction of what it was in 1943 when the same amount of penicillin cost about eight dollars.

Altogether, more than 200 Can-dian companies are engaged in drug production. Many of these the well known cough syrups, liver pills and similar preparations, — in that nearly all drugs may be purchased only with a doctor's process. about eight dollars.

Actually, prescription prices, according to a survey of drug sto
res. across. Canada average are across ac es across Canada, average out could cause difficulty if used in- Although the customer only en-

Inazymiificent

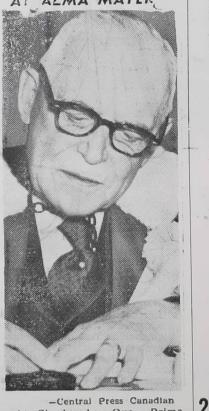
styling

The extra period of freshness pro- posure. Freshness is the key to making fish more attractive to the Cana-

roper cooking in the final result of exposure. She said many housewives, espe cially those living inland, do not know what really fresh fish tastes that was not of top quality and have stayed away from all fish ever since. "People write to us or tell |

t more," she added. And O. C. Young, assistant chair an of the Fisheries Research Board of Canada, said with the hel of an antibiotic "we can bring fresh fish from the east coast to beyon Mr. Young said benefits of th newg process will be as great for rozen fish as for fish sold fresh be cause its use in holding the fresh. ness of fish prior to freezing in the processing plants will ensure a Acronize will enable the fish to be kept on board ship for a signi cantly longer period without los ing boats to range further afield for their catches. This may result in varieties of sea food reaching nousewives inland which they could never buy before. Commercial tests

on reid spring salmon and ling cod with Acronized ice have shown ex-AT ALMA MATER



At Sherbrooke, Que., Prime 217, Minister St. Laurent received an honorary degree from the unisee his younger sister presented with her doctor's degree in socia economics. He attended the Uni

industry when he visits the corner. Acronize does not take the place sued today by William A. Wecker, drug store with his prescription, of refrigeration. It works hand in President of the Canadian Autothis industry is playing an ever glove with cold processes, including role in our modern way ing quick-freeze, where it provides of life. Continually working to an extra protection against possible "Tragic traffic accidents are most keep people healthy, the drug in- breakdowns in refrigeration during widespread at the very times that

factor in Canada's growth and wel-

To Keep Fish

fare — and in the ever-increasing Fish processors as well as the fish — our traditional family-gathering ing industry itself will be carefully licensed by North American Cyanamid before they will be allowed "What better time than Thanksto use Acronize. The agreement giving is there for each driver to specifies the solution of Acronize to show his willingness to co-operate be used and other conditions of the in a continuing, nation-wide safety

Tasty and Fresh Acronizing porcess that must be observed by processors allowed to use milies will crowd our highways on Thanksgiving. We owe it to each

Fresh-caught fish and newly but our Highways That's housewife's dream that the

scientists say may come true with

President of General Motors of urther development of atomic ra- OCTOBER October 3rd, 1956 - Canada, continued. "If everyone lation. But that's for the future. Motorists were urged to take spe-does, we can look forward to a This story is about the present— cial care to keep the Thanksgiving continuing reduction in the numtoday, and the word to remember is weekend happy for all Canadians ber of needless accidents that cau-

a feeling of poyful Thanksgiving

and not a sense of tragic regret"

Effective use of Aureomycir extending the period fish rema fresh was discovered by Dr. Hugh research at the Pacific Fisheries Ex perimental Station. He reports th ureomycin is five times as effective tive for this purpose as any other antibiotic tested. The process was developed by the American Cyanamid Company and the life saving drug to the ice in consists of adding tiny amounts which fish are kept on board the ishing boats and during shipme The drug halts growth of the bac Carnivals offer excellent night picture-taking opportunities. The amount used in the ice is so small - only a few parts per 1 **Night-Life for Your Camera** 000,000 — that none of the Aureomycin can be detected in fish after Night-time has always been On summer weekends and va-

cooking. Tests have shown that famed in song and story. Scarcely cation trips, nighttime driving is treated fish contain so little of the a poet down through the ages has bound to present lots of views antibiotic after cooking that a per- failed to pay homage to that love- that will captivate you by their son would have to consume about ly velvet-cloaked mystery known sheer beauty. There'll be the 10 tons of fish in 20 hours to get one-fifteenth of an ounce of Aure as Night. So why not take your twinkling lights of a town seen in omycin, the amount contained in cue from all these advisers and the distance as you approach over put your camera on the "night the brow of a hill, a quiet little manager of North American Cyana- We think you'll find that pic- section, a park scene given fairy

mid Limited, which makes Acro- ture taking after dark is really a outlines against the dark sky. nize formula in Canada, said it will very simple matter. Place your Any of these is likely to yield be available at once to the Cana- camera on a tripod or other solid good picture material—and so support and set it for time ex- will fair grounds, public buildtection will enable consumers on As for exactly how long the historic shrines which are illumithe big inland markets of Ontario and Quebec to enjoy the kind of answer we can give you is "It all magic of night that it often lends answer we can give you is "It all fish that people on the east and depends on the amount of light." enchantment and majesty to what

dian housewife, according to Miss posure time for all the countless Whenever the night presents a Margaret Myer, Ottawa, chief home opportunities that exist for tak- breathtaking view, it's time for a economist of the Department of ing pictures out of doors at night. little picture-taking activity on Fisheries.

"There is a lot of good fresh fish in the stores today," she said, "but anything that increases the amount is important. The freshness of a fish is even more important than the eral pictures at different lengths John Van Guilder

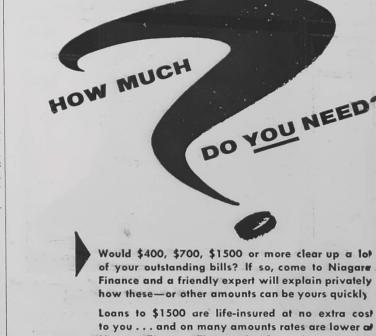
tree-lined street in a residential

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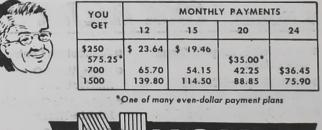
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search for more efficient bleach

ing methods brought to light many

new chemicals. These turned out

to be endlessly useful to industry

and formed the nucleus of the

for many years.

heavy-chemical economy of England

The development of these effi-

cient bleaching agents such as so-

dium perborate, chlorine and hydrogen peroxide opened the way

for the truly white fabrics of to-

day. No longer are white goods a

novelty - miles of white garments

flutter from clotheslines every Mon-

soap makers, it has now become a

matter of prestige to display the

Our New Giant

smallest particle of matter known

to man, but the electronic industry that has grown out of the science

of generating, controlling and uti-

lizing those tiny particles, is a new

Canadian giant, says The Financial

had ever heard of the electronics

industry. Output, mostly in con-

nection with radios and other com-

mounted to a few millions a year.

Today value of products and ser-

vice in this industrial complex runs

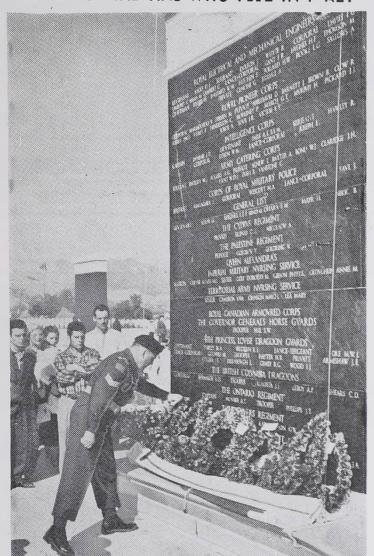
over \$500 millions annually. The

industry employs over 25,000 work-

ers and embraces literally hund-

day morning. And according to the

HONOR CANAD'ANS WHO FELL IN ITALY



Sgt. Bernie McMahon of Edmonton, Alta., places a wreath on the new memorial at Cassino. Italy honoring the 4,068 officers and men of the Commonwealth forces who died in the assault on a means of increasing official gold 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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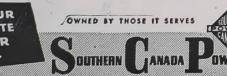
MODEL CJ-245N

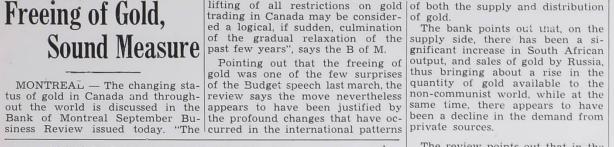


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early postwar years there was a neavy demand for gold, with the e market price rising to more than \$50 per fine ounce in European markets in 1949. But since the beginning of 1951, free market prices have declined steadily, and by 1954, ficial price of U. S. \$35.

This fall in private demand can be ttributed to the pronounced imrovement that has taken place in he economies of most European countries, says the B of M. which continues, "The result has been to nstil a greater confidence in dopossible currency devaluation by buying gold".

The review also observes that, in contrast to the immediate postwar period when the United States was virtually the only country been a wide-spread accumulation The "Ocean of reserves by other countries and a net outflow from the U. S. "These transfer have if enything encourage" ed the tendency for countries to relax their restrictions on trading

Its main characteristic is stability which it will occupy.

price, the review points out. Such nual competitions. There will be CBC outside broadcasts department yours attitude. a move has been urged by gold producers and others who see in it reserves and of strenghthening the pattern of international trade. The review adds, on the other hand, the U. S. is opposed to this on the grounds that is would entail an iny base of the U.S. banking sysm, and would be unitentionall ective in its effects on individual ountries — benefiting mainly thoe countries with large gold reserres, and those with a large output. There are thus powerful arguents on both sides of this questio says the B of M which concludes, 'In the meantime, there seems good eason to believe that, with conti ued growth in their gold and fo-

n exchange reserves, other

the Benelux Union, Germany

Canada, and gradually relax

When You Retire

boards of universities and social

It quotes the former head of In-

land Steel, Clarence Randall, with

obvious approval: "Such organiz-

ations", he says, "could not possi-

bly afford to pay for the quality

of ability and devotion which the

nappy retired man is willing to

give. The only protection required

is that the new responsibility be

with a natural cut-off date".

cepted for a relatively short term

restrictions against private

SONAL FINANCE CO.

is not good for the retired and not fair to the younger men carrying n. Far better to make a clean reak and seek a new and different type of employment. It lists many opportunities-public office, hospital administration, serving on



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 - Automatic Oven-Timer Minute-Timer All-Calrod Oven and

GENERAL & ELECTRIC

Surface Units



Jashions

Leather is lovely, leather is

lasting and it has been given

high fashion treatment to make

it even more glamorous. Creamy

beige pearlized kidskin takes a



duce the desire to hedge against Above is an artist's conception of Canadian Pacific Airlines' Bristol Britannia, the largest and fastest commen cial aircraft in the world, which will go into operation on C.P.A.L. trans-Pacific and trans-Polar routes in 1957. Canadian Pacific Airlines has purchased five giant model 310 Britannias, with an option for an additional five, for delivery next year. Capable of carrying 100 passengers, the new 400-mile-an-hour aircraft are powered by four Bristol Proteus 755 turboprop engines with the equivalent of 4,150 horsepower each. Fully loaded, the aircraft weigh 170,000 lbs

nany views of sail planes in flight. | under the direction of Georges The people encountered at the Francon. group who considered gliding the Good Sign greatest of all sports. As one of them remarked: "This business of staying in the air without any vi-

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 as the central background for gold. our wings." For the uninitiated, glid- modern world was invented by 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 law world in settlement of international balances. For the law world in settlement of international balances. For the law world in settlement of international balances. For the law world in settlement of international balances. For the law world was invented by nodern world was invented by Russians—if you believe the claims down that we have any settlement of international balances. For the law world was invented by nodern world was invented by Russians—if you believe the claims down that is accepted throughout the world in settlement of the control of international balances. For the ly. Next week the show moves to Although soaring has never achi- nal says that Russian really didn't vate holder, the review says, the 1.00-1.30 p.m. period on Sunday eved the popularity in Canada that invent the airplane in 1882. In fact, it has known in many European it admits on the day that a Mr. Mof value, and private demand deri- Soaring Meet was filmed at Cap countries, it does have hundreds of zhaisky was supposed to have flown ves mainly from this feature". de-la-Madeleine and Three Rivers ardent fans in Canada who will the first plane, a storm was raging in Quebec while the 1956 Canadian drive two or three hundred miles which no experimental craft could In addition to stability of value, National Soaring Meet was taking over a weekend to get in a half-hour have survived. there is the purely speculative con- place. It includes interviews with of gliding. This fascination with It's a good sign that Soviet Comsideration that the United States glider pilots who came from all over "the ocean of the air" will be des- munists may be rising a little above Treasury might increase the official the country to take part in the an- cribed in the film, made by the the My-old-man-is-smarter-than-

Epilogue

"Care of the individual is the res-Socialism is competition with ponsibility of Government" Mrs. Eleanor Roosevelt in a broad- prizes, boredom without hope cast from the U.S. Democratic Con- without victory, and statis ention in Chicago. This implies without end. It takes the heart -Charles More held in all Christian Science Chur- ches.

TACO WOOM AMOUND

Statism

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healing of physical diseases through desk. Especially prepared for the and not too costly to buy. prayer and the unedrstanding of day, it consisted of selections from God as taught in Christian Science. the Bible and from the Christian the time and trouble it takes to A period devoted to voluntary sta- Science textbook, "Science and apply modern beauty-aids should Testimonies of gratitude for blessing brought by a spiritual underthe 100 p. 100 "Welfare State" of young men. It is not only the complete supremacy of Governthe complete s ment agencies, and the elimination tical false, but morally destruct standing of God and man were a services in Christian Science Churcond, was also read.

> CANADIAN CHAMP EYES WORLD CROWN (69:30): "I will praise the name of berally. God with a song, and will magnify Today, we have public opinion him with thanksgiving". Scriptural passages included the In 18th century England, a touch of following from James (1:17): "E- rouge could have sent us to jail! very good gift and every perfect An incredible statute was passed by gift is from above, and cometh Parliament, reading in part: "All own from the Father of lights, women of whatsoever rank or dewith whom is no variableness, nei- gree that shall seduce or betray inther shadow of turning". Among the correlative passages subjects by scents, paints, cosmetic read from Science and Health was washes, artificial teeth, false hair, the following (3:22): "Are we really grateful for the good already high-heeled shoes and bolstered received? Then we shall avail our-selves of the blessings we have, law in force against witchcraft and and thus be fitted to receive more. like demeanors, and the marriage Gratitude is much more than a upon conviction shall stand null and verbal expression of thanks. Ac- void." tion expresses more gratitude than Science has made it easy for a ----

Beauty Cares Are Made Easy en us shampoos which leave hair clean and shiny in the hardest wa-

cream or a tube of tootspaste. In this age of science we aren't to be Business Gifts, taken in by old wives' remedies or cure-all concoctions based on noning more solid than superstition. But the fact is, beauty care today is on a scientific basis. Once a la-Canadian companies will play boratory develops and tests a promising formula, living models try it to prove its worth. Medical records are kept. Then it goes to the Christmas. government, whose high standards Business gits are big business, and nust be met before the product sees involve firms in annual expenditua drug-store shelf. Ingredients are res ranging from \$50 to \$20,000, rechecked to be sure they are harm- ports Marketing, Canadian adver less and will achieve the results tising and sales weekly. laimed. It may take years for that Figures are from a survey among

we read the label on a jar of face

little jar of cream to reach you, executives in manufacturing and but when it does you may be sure sales organization advertising agenrepresent Canada in the world matches to be held in the U.S. in it can do what it says it can — if cies, media and the graphic arts. The survey reveals that some gif Helping Mother Nature is a big lists contain as many as 7,000 na-

top management and sales and department managers next in line.

Big trend in business gift giving is the sending of gifts the whole family can enjoy. Nearly 35% of survey respondents said they keep in mind the needs of wives and children when selecting gifts for customers. Some even send gifts directly to ers. Some even send gifts directly to binet as well as portable styles may again. children in the gift parcel. Generally, the man most promi nent on the gift ilst is the man dirness in the sender's direction. Most rms make no secret of the fact hat their gifts are meant to say "thanks for past and future orders" as well as "Merry Christmas". Some omplain they have no choice. "The

you can sew on buttons, blind stitch, do overcasting, or produce an i

credible variety of decorative st

ches. In fact - lou can sew every

step required to complete a dress

without troubling to reach for discs

This triumph in automatic se

ing is achieved by the new finger

y moving the levers you can do

and dependable straight stitches.

The extent to which full automa

tion has been achieved in this mo

dern new electric machine repre-

sents almost as great an advance in machine sewing as that accom

plished when Isaac Singer's firs

treadle machine presuaded million of women to sew by machine ins

Besides the built-in discs, the new

machine is furnished with additional discs which may be used singly

or in combination with the built-in

enables one to produce hundreds of different automatic stitch pattern

A booklet is obtainable with the

TRAVELS BY AIR

arlington, Va., permits her pet

kitten. Sooty, to have another

yard. A band on the butterfly's

wing revealed it had flown a

the way from Toronto, where

had been banded by lepidopte ists. In her research work, Sooty

almost swallowed evidence of her

find by eating most of the butter-

fly's top left wing.

ook at the monarch butterfly

discs. As countless combinations a possible, the versatile machine thu

tead of by hand.

or attachments.

petition gives, so must we" As one executive told Marketing: "The gift we send is cheese - th bigger the customer, the bigger the New Singer The dress you can sew by the mirele of automation is now a real-With the mere flick of a lever

tip control feature on the most recent model of Singer automatic ewing-machine. Automatic stitch ing is built right into this amaz-Winner of the Ford Car in the twenty-third Brading's contest: Mr. Theo Lemieux, 265 King St. West, Sherg new machine. It is achieved simbrooke, Quebec, is shown, with his wife, receiving from Mr. Rolland Ouellette, Assistant Sales Manager of Brading Breweries Limited, the keys of the 1956 Ford Sedan which he won in the twenty-third Brading's contest. Mr. Lemieux won a \$350.00 Scholarship as first prize and as a bonus price, the Ford Sedan because he included 6 Brading's bottle caps with his entry. From left to right in the picture: Mr. Gingras, Representative from Gingras Auto Limited: Mr. Roland Lachance, Manager of Canadian Breweries, Quebec) Limited, who is handing to Mr. A. Audet a cheque for \$300.00 which he won as First Dealer Prize; Mrs. designs. When all levers are return T. Lemieux, Mr. T. Lemieux and Mr. R. Ouellette. ed to the straight zero position, the machine sews effortlessly perfec

WI	NNERS		
	Theo. Lemieux, 265 King St. West, Sherbrooke, Que. \$350.00 Educational	7.	Eri 587 Ro Mo
2.	Scholarship, 1956 Ford Sedan.	8.	\$15 Ro 563
	8542 Berri St., Montreal, Que. \$150.00	9.	\$15 Gu
3.	Roch Gagne, P. O. Box 8—2nd Ave., Beauceville East, Que.		303 Lac \$15
4.	\$15.00 E. Button, 1473 Wellington St.,	10.	Jos 111 Ch
Б.	Montreal, Que. \$15.00 A. Potter, 1531 Jolicoeur Street.	11.	He 103 Sou
6.	Montreal, Que. \$15.00 Mrs. R. Mercier,	12.	Que \$5. Ro
3,	80 St. Pierre St., Apt. 3, Quebec 2, Que. \$15.00	55.T.V	355 Mo \$15

Hugh Baird of Blackwater, Ont., will be coached by his father to

1957. Hugh won the Canadian title at the International Plowing

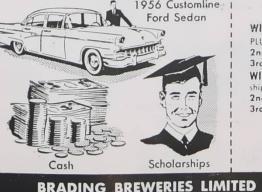
Matches at Brooklin, Ont., where a record crowd of 44,000

BRADINGS WINNERS

in BRADING'S BOTTLE CAP BONUS CONTEST

for Contest ending October 6, 1956.

LAST CHANCE TO ENTER BRADING'S CONTEST FINAL CONTEST CLOSES OCTOBER 20TH



WITHOUT BOTTLE CAPS ... 1st. Prize: \$350.00 Scholar-

SAVE BRADING'S BOTTLE CAPS



Irene Pysanczn went to court, was fined, but came away saying the judge was a very kind man. The reason is: he paid her fine. She appeared in Toronto magistrates' court to save the life of her dog, Zena, a German shepherd, who had bitten a man and a boy. The judge threw out the case presented by the man, but imposed the \$1 fine in the case of the boy. If Irene had not pleaded for her dog, it might have been destroyed, but as it was, the man who appeared against the dog drove her and the dog home.

If a lady of 200 years against the commission. Interesting territory peek into modern bedroom drawers full of gleaming white hankies, the dog home.

are destined for the recipients' ho- which shows how to sew 86 of these C-I-L Household Cement. A ilttle one white garment was a mark of big repeat profits, showing qua-\$3.

Purchasing agents are the most frequent recipients of gifts, with top management and sales and department managers next in line.

Twin needles are another feature of this new machine. They may be used with all the levers and in any combination.

Twin needles are another feature broken piece of leather keeps the scuffed part in place and banishes that "hisbeen" look.

The feature broken piece of leather keeps the scuffed part in place and banishes that "hisbeen" look.

Rid rooms of stale tabases are the most frequent recipients of gifts, with top management and sales and department management an

wives; others include toys for the wives; others include toys for the be had in local sewing centers.

Here is a time-saving tip for the a few days, washed and again Montreal. lunch-maker of hte family. Set asi-spread in the sun. This procedure de a "lunch drawer" in your kit- continued until the material was as chen, preferably near the bread box, white as "could be expected".

When the children come home lunches — waxed paper, paper nap- one for many years, it was hardly Kitchen, 2 Bedrooms, bath down from school with their new shoes kins, plastic containers and poly-practical on a large-scale basis and stairs, 2 bedrooms, Den, Bath

DROVE 3,000 MILES TO WORLD SERIES



Sgt. Arthur Little, left, of the RCAF base in Cold Lake, Alta. camped with his family in a parking lot next to Ebbets Field in Brooklyn, N.Y., after driving 3,000 miles to see the world series. His two sons are shown helping him with camping chores while his wife, Jessie (background, right) and daughter, Mary 13, look out of tent. Little got a 30-day leave Sept. 29 and immediately started out for Ebbets Field to see his Beloved Bums lose the



Tomorrow's Dinner

Fruit Cup

Grilled Cheese and

Bacon on Buns Homato-Lettuce Salad

All Measurements are Level

Stage Coach Hamburgers Cor

Coffee

tage Coach Hamburgers with

notice the food people order in a restaurant. Often I can prophesy what will be on the plate by more leading at the people order in a Put 2 scoops ice cream (any flavor) in a tall glass. Pour in the blended milk. merely looking at the person. Egg-Nog Milk Shake: In a A fatty is almost certain to blender, combine 6 oz. chilled order fried food, potatoes or spa-ghetti and salad with mayon-fruit syrup or syrup drained from naise at a single meal. She will frozen or canned fruit and eat too much bread, top the meal scoop ice cream. Blend 2 min. off with a sundae and, finally, as | sop to her conscience, virtu-

tablet into her coffee! Non-Fattening Meal A thin person, needing to build p, usually orders meat and vegeables, passes up bread and butter, eats fruit for dessert and avoids milk. Of these two dietary extremes, ner House: Mix 16 lbs. ground the latter is the more healthful. round of beef, 1 tsp. salt, 1/4 tsp. Children will beg for sweet pepper, 1 tsp. Worcestershire and

foods. But on our visits to various 1/4 tsp. thyme, poultry seasoning restaurants we found some in-telligent mothers tactfully sub-Mix until very smooth. stituting a milk drink, which Form into 6 large round patcombines all the food elements ties. Brush all over with plenty needed for a meal except bulk. of melted butter. Slow-grill 15 Others overcame this problem by min. or until done. Baste once pouring part of the milk drink with melted butter over a bowl of cornflakes or ordering a peanut butter sand- be done, top each patty with a wich for the youngsters to eat thin slice of Cheddar cheese and along with it.

Try these popular "milky way" fountain favorites next time your a slice of bacon. Finish grilling.

Serve very hot, each on a toasted bun. Garnish of lettuce, small children are picky about pickles and water cress. Serves 6. Trick of the Chef

1½ oz. fresh fruit syrup drained with pickled onions.

combine 6 oz. chilled milk and with French dressing, sparked

ly 75 cents and the fine was Magistrate McKeown, who posed the fine, said. "Never

vith everything so handy.

thene bags. You will be amaxed at reds of companies. how easy this daily chore becomes petual demand of Truth and Love, Women Insist Un changing chaos into order and discord into the music of the sphere

CLASSIFIED Men who grumble at women sible" can thank the ladies for the white shirts they're wearing. With out womanly persistence a hundred years ago, white fabrics might be

white lingerie and white blouses, she would be speebound with enbusiness today. Chemistry, medicine mes, and about half of the gift sent new machine in local sewing centers scuffed, it is time to get out the vy. To her, the possession of even DAILY PROFITS — Ladies, earn

bath of sour milk or buttermilk for ed. JITO, Dept. 5, 5130 St. Hubert,

and keep it supplied with all the Although this elaborate method 8 rooms, living room 20 x 1 extras needed to prepare school of beeaching was quite the usual Open Fireplace, Dining Roor to the "whiter-than-white" fabrics ed, partly finished. Maids room

the result would not hold a candle room upstairs. Basement divi completed. Partially equipped However, practical or not, women with aluminum screens and insisted on more and more white windows. Hot water heating garments. And leading men in the Coal fired furnace, thermostat chemical industry give credit to the persistent little lady, for her incessant demands for more white in her life brought about the birth of

Wise birds wait!

modern bleaching techniques.

Early in the last century, the



They don't go out on a limb for the first new car they see. That figures. Because it just naturally takes a little longer to bring out a car that's sweet, smooth and sassy. Like the new '57 Chevrolet. It's new right down to the wheels it rolls on - with a daring new design, a new nothing-like-it automatic drive and a new V8 besides. Longer and lower, too. No wonder wise birds are waiting. Are you one?

Bide your time till

Only franchised Chevrolet dealers Frosted Float: In a blender, Serve tomato and lettuce salad

See Your Authorized Chevrolet Dealer

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

corporation's two sales divisions, of senior corporation officials, in-Chrysler-Plymouth-Fargo and Dod- cluding C. O. Hurly, vice president ge-DeSoto, from Quebec and the in charge of sales, John C. McGuire, Ottawa valley area. Separate meet- general sales manager, Chryslerings were held at the Windsor Ho- Plymouth-Fargo division and Howtel, preceding the public introduc- ard J. Rosebrugh, general sales mation of the corporation's 1957 cars nager, Dodge-DeSoto division, E. Man. Write an imaginary argument in dealer showrooms across Canada. W. Irwin, director of merchandising for each" or "The use made of eimusical comedy-style presentation and G. A. Orphal, general trucks wer in the Commonwealth and Em-

SOUTHERN CANADA POWER

The Board of Directors has declared the

6% Cumulative Participating

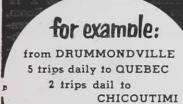
Preferred Stock No. 147, quarterly, \$1.50 per share; plus additional \$1.00 per share participating rights for fiscal year ended September 30th, 1956; payable October 15th, 1956 to holders of record at the close of business on September 20th, 1956.

No par value Common Stock No. 126, quarterly, $62\frac{1}{2}$ ¢ per share, payable November 15th, 1956 to holders of record at the close of business on October 19th, 1956.

V. J. NIXON,







4 trips daily to

PROVINCIAL TRANSPORT COMPANY

VICTORIAVILLE

Drummondville Bus Terminal Tel. 2-3377

of the new cars, performed by a awarded those receiving honour road company of professional Ca- able mention. Entry deadline is nadian actors and actresses. The January 1, 1957. New Chrysler entire show, complete with its 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 dealers were entertained at receptions, luncheon and a dinner.

The dealers were retailed of the Windsor, Ontario, were a number and Empire? Highlight of the program was a H. J. Moore, general parts manager ther irrigation or hydro-electric posales manager.

"Plymouth, Dodge, DeSoto Chrys- CLASS C ler and Imperial cars incorporate the most sweeping advances ever years of age offers this topic made by the company in a single model", said Ron W. Todgham, prediscussing the new automobiles. He of the Commonwealth and Empire,

velopment work. Pacing the long list of changes write a letter to your guest telling him (or her) what you would like are rakish new silhouettes, with hardtop and convertible models as to see in his ,or her) country, givmuch as five inches lower. The ing your reasons." shape and sense of motion".

bile company in Canada since 1933. \$20., and \$15 for essays which do The new cars incorporate front torsion-bars, ball joints, anti-brakedip mountings, longer out-rigger springs, and complete rubber isolation eliminating metal-to-metal

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 of Commerce series of farm bookframes for the new bodies and sus- lets is a well-illustrated guide to pensions, new and flatter hoods, aluminum grilles, larger wind-shields and more glass area, new the introtransmissions including the intro- the assistance of Professor J. P. duction of versatile three-speed au- Walker, Department of Poultry, tomatic transmission (push-button Guelph Agricultural College, and operated). Complete newness is al- of poultry authorities in Governso found in colors, fabrics, instru-ment agencies and Agricultural ments, door handles and interior Colleges throughout Canada. fittings, dual and dual-type headlights, safety features such as padded sun visors, instrument panels phase of poultry raising right from the initial need for an adequate loand deephub steering wheels.

proved, with higher compression sity for keeping accurate records ratios, better breathing through of production and sales. camshaft and valve changes, and larger displacements. The changes larger displacements. The changes give Chrysler of Canada the most versatile and flexible power plants of the more important points in ever built by the firm.

Competition For Children

nounced its 1956-57 essay competition for school children. The anobility to put on flesh rapidly. Renual competition stresses the role sults can be more satisfactory, even the British Commonwealth is play- at the cost of a few more cents per

ing among the nations of the world. chick, if the poultry producer maten and winning entries came from welldeveloped breeding programs schools as far apart as Newfound- behind them. land and British Columbia. Espe- Size of the flock is another pricially noteworthy is the fact that me factor. The Bank booklet sugg- of common errors note how often many of the best essays came from ests that a laying flock of at least remote districts where library and three hundred pullets is an efficient reference facilities are limited in size, and is also practical for brood- pered by the thoughtlessness and the extreme. The nine money pri- ing unit would be sufficient for selfishness and disobedience of the

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 business meetings, after which the advantages and disadvantages (if any) or remaining within the Commonwealth for (a) a non-self-governing territory approaching in-Attending the showing from dependence, and (b) an indepen-Chrysler of Canada's office at dent country of the Commonwealth

> 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

"if you had to plan an exchange visit with a boy or girl of your own sident of Chrysler of Canada in age from another and distant part referred specifically to "an unpa- describe the arrangements you ralleled overall reduction in height" would make for your guest in your representing the culmination of own country, remembering that the nearly four years of closely co-or- visit is to last a month and that dinated engineering and styling de- your visitor will wish to see as much as possible in the time. Also

In class A there are three prizes long-low appearance of the cars is of local long long tail fins, of \$50., \$35., and \$20. Length of this highlighted by soaring tail fins, of \$50., \$35., and \$20. Length of this giving what the stylists call "the class of essay may not exceed 3,000 words. In class B, three prizes of Under the new bodies is the \$40., \$30., and \$20. are offered for first major across-the-board suspension change made by an automobile company made by an automobile company made by an automobile company made and the sessays not to exceed 2,000 words. Class C offers three prizes of \$30... not exceed 1,000 words in length.

Crow About"

The latest in the Canadian Bank

Even the engines have been im- cal market condition, to the neces-

toon-style illustrations for the bookpoultry management, such as the need for adequate space for the for better and more profitable poul
for better and more profitable poul
fety League asks you the pedestrian

Why not join the scores of comweeks in the brooder. Selection of the most suitable breed of pultry is in itself a highly important conside- any branch of The Canadian Bank walk or day-dream. ration, the booklet suggests. It no- of Commerce, or by writing to Mr. tes a trend over the pas few years F.S. Taylor, Advertising Manager The Royal Empire Society has anstrong toward specialisation, with some strains bred to produce large number of the Canadian Bank of Commerce, 25 King Street, West, Toronto. Last year 860 essays were writ- kes sure that his chicks have a

Buick Special 6 Passenger 4-Door Riviera

Bonanza

Bonanza Buy

solidity-the Best Buick Yet.

Bonanza Resale

extra gas savings.

You get a triple Bonanza in today's Buick

Trade-in Allowance

-because your present car is at its peak

value right now. And because—with Buick

so popular everywhere across the country

-our bigger sales volume permits us to

make you an even better trade-in allowance.

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

A Buick always resells high. But the '56

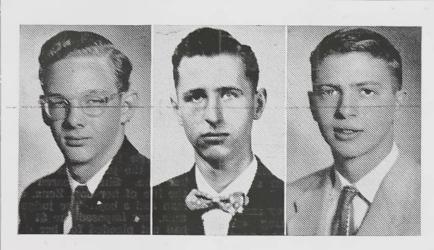
Buick will bring you even more money when

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

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 occasion 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 Caadian Pacific Railway, show that Walter A. department as the initiators of the Dutton, left, of Montreal, Thomas J. O'Shea, center, of Vanguard, protective treatment, and the in-Sask., and Joel Clenman, right, of Montreal have won CPR cho- habitants as the ones to benefit by larships to attend McGill University. This brings to 102 the number of scholarships awarded by the C.P.R. since they were inaugurated this treatment. in 1905. Walter Dutton is the son of Albert Dutton, assistant to en- | Cost of using Banox is very low gineer of electrical equipment, office of the Chief of Motive Power and a rough estimate may be arrivand Rolling Stock. Thomas O'Shea is the son of Michael O'Shea, pensioned agent, while Joel Clenman is a junior clerk with the ed at by allowing .02 per capita per company. The scholarships are open to employees who are under the year. This would vary a little deage of 21 and to minor sons and daughters of company employees. pending on the amount of snow (C.P.R. Photo)

Feeding' sanitation, range management nd successful marketing always the necessity to avoid con- is not critical since traffic soon propractices are other subjects tho- gestion. He should keep to the vides the necessary mixture for efroughly covered by the booklet. right, refrain from standing and fective corrosion control. Banox is perienced poultry producer, it of- talking on the corners, or in any faintly coloured to show that it is fers a host of practical information other way obstructing roads or foot present on the streets. Even the

The new booklet is available at never to dawdle in traffic, or jay-

Pedestrian's Safety Rules

In your little pilgrimage in search

A MAGICIAN WHO FOOLS MAGICIANS

De-Icing Salt Corrosion Inhibitor long as we love we serve; so long as we love we serve; so long as we are loved by others In the not too distant future, win- salt corrosion is concerned? ter will be upon us once again We look forward to supplying while he has a friend. bringing with it all the problems your requirements of Banox for

gainst corrosion brought on by the

use of de-icing salt.

the metal.

perties, Banox is odourless, non-

taxic, harmless to skin, eyes, cloth-

ing, shoes, rubber, paint surfaces,

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

falling in any particular district.

munities regularly using Banox and

It's Bonanza time at Buick Dealers'!

keep your citizens contented where

We invite you to purchase trials

concrete, plants, trees, etc.

of ice and snow removal, and the the coming winter. ever increasing public outcry a-

Yours very truly, DOMINION FLOW METER CO.

Undoubtedly, salt is our best answer where highway safety is 4,000 Permits concerned, but there is one draw-Suspended back. That is the problem of corrosion of automobiles, trucks, bu-

ses, strett cars, bridges, all public QUEBEC - The violator of trafutility transport, and in fact, any fic regulations is gambling with his metal contacted by the salt. The own life and the lives of innoncent citizens, cautions the provincial Depeople in your locality can probapartment of Transport and Commubly show you holes in their auto- nications. The suspension of more mobile fenders; and the car is on- than 4000 drivers' permits during the current crackdown on traffic offenders, is enough to make any-Fortunately there is a very sim- one realize the size of the accident ple, inexpensive method of com- problem. The ultimate objective of enforcement is to create a deterrent batting this corrosion menace, a effect on the potential violator who, menace that until recent years we without this summary correction, just had to live with. It is by apply- would be liable to cause some irreing a small amount of a specially why legal authorities recommend trievable damage. That's the reason formulated inhibitor, Banox, to the rigorous action to get traffic ofsalt as it is thrown on the roads fenders off the road before they have a chance of killing anyone and streets. As little as one of Ba- "without doing it on purpose", of of the Canadian Army will be nox per 100 lbs. of salt is required course.

to effectively reduce the corrosion | Law-abiding motorists, who do realize the odds they are up arate by over 90%. The action of the gainst in present day traffic, are day to Friday of every wee Banox is to actually film on the playing safe when they adjust their from 9 a.m. to 6 p.m. Young me surface of the metal it contacts and speeds to prevailing conditions of prevent the brine from attacking as their physical and mental abitraffic, weather, visibility as well In addition to these filming pro-

NO TRANSFUSIONS GIRL WITNESS DIES



noted as internal hemorrhage.

would almost say that we are in dispensable; and no man is usele Robert Louis Stevenso

YOUNG MEN

So long as we love we serve;



SGT DICK

the Drill Hall, 250 St. Louis St Drummondville, Tel. 2-2714, Mon are cordially invited to inquire in the opportunities available in the Canadian Army.



-Central Press Canadian 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 and transfusions on religious grounds. Cause of her death was

PUBLIC NOTICE

PROVINCE OF QUEBEC DISTRICT OF ARTHABASKA IN THE MAGISTRATE COURT County of Drummond No. 11,709 ROLAND ROYER,

Dame PAUL PARENTEAU, The defendant is ordered to a

pear within one month. Drummondville, October 9th, 1956. H. P. PRECOURI

PUBLIC NOTICE

PROVINCE OF QUEBEC, DISTRICT OF ARTHABASKA IN THE MAGISTRATE COURT County of Drummond No. 11,718 Dr GUY D'ARGENCOURT,

ROGER DUPRE. The defendant is ordered to a pear within one month. Drummondville. October 9th, 1956

zes range from \$15. to \$50. with starting sexed chicks, or two broodwalking population. The pedestrian forty-five special prizes to be ing units for mixed chicks. 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 MAY 1962 begins at 31/4 % 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 12½ years of life. So, if you

each \$500 you invest.

MAY 1966 **ELEVENTH SERIES** CANADA SAVINGS BONDS SHEET \$20.00 INTEREST SCALE MAY 1967 Next two coupons pay..... 00.00 kg WMAY 1968 Last seven coupons pay..... Total interest return for each \$100 investment if held to maturity - ... WY WY \$20.00 DENOMINATIONS

Coupon Form \$50, \$100, \$500, \$1000, \$5000 Fully Registered (Interest paid by cheque)

earned interest at any time.

Limit to registration in any one name - \$5000

Immediately cashable for full face value plus

BUY MAY 1969//

MAY 1964

CANADA SAVINGS BONDS

a good nest-egg for the future.

hold it until maturity you get back \$736.88 for

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

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

tion of bossing the Best Buick Yet.

And the Pickin's

were never better

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.

a money-bargain when you pick a money ever bought.

Why now?

Jow's THE TIME to take your pick '56 Buick. You'll pick the only car of the brand-new 1956 Buicks with advanced new Variable Pitch -and know the fun and satisfac- Dynaflow*-world's most modern transmission.

You'll pick the car with a power-Because right now your present 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.

you get, like today for instance, and pick yourself the best buy you ever But you'll pick far more than just made—in the most automobile your

So drop around the first chance

*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.

It's a great time to buy a

P.S. We have some especially good buys right now on the high-powered CENTURY and the extraacious SUPER. Better see 'en

Get 4-Season Comfort in you new Buick with genuine

FRIGIDAIRE CONDITIONING

MONTPLAISIR