

**COMRADES
in Arms**

IN THE ARMY

A comedy of errors sporting an international cast played its first and last performance a few days ago in the tranquility of a little German forest near the Canadian campsite town of Werl.

The plot involves an escaped German convict, a passing truck driver and two Canadian soldiers standing sentry duty at the gate of Fort St. Louis, the home of the 1st Battalion, Le Royal 22e Regiment.

ACT I: Adolph Theis, serving a sentence for embezzlement in Werl Federal Prison, escapes from work party, hitches ride from passing civilian truck drivers.

ACT II: Five miles later driver becomes aware of status of passenger, deposits him for safekeeping at gate of Fort St. Louis, with instructions in halting English to French-speaking guards to detain him while he summons police from town.

ACT III: Convict Theis, fluent in English and sign language, poses as prison official looking for escapee, enlists aid of soldiers to search nearby woods. Despatches one soldier to left, the other to right; meanwhile making clean getaway down the middle.

EPILOGUE: Two days later "Bad Boy" Theis brought back to prison by his mother who explains, "he decided to finish his sentence since there is only six weeks remaining." Theis goes on bread and water diet for starring role, but no additional sentence.

IN THE RCAF

Two Vancouver Island airmen are practicing a relatively new outdoor sport that is probably unique in the Air Force.

Skin-diving is a popular pastime in British Columbia and after hearing so much of the new world of underwater mysteries Leading Aircraftman Cyril Price, 19, son of Mr. and Mrs. C. R. Price, Cordova Bay, Victoria, and Kenneth R. Robinson, 21, son of Mrs. L. Holdcroft, 970 Lodge Avenue, Victoria, decided they would investigate.

Investing about \$250 each in "frogman" suits and oxygen equipment, and armed with all the information they could find on the new sport, the two youthful airmen launched themselves into the cold waters of the Strait of Georgia.

Keeping Canada's front line fighter interceptors, CF-100 jet aircraft at the RCAF base at Comoy in the air is their prime job, and skin-diving their favourite hobby.

Although amateurs, both LAC Price and Robinson soon developed the knack of using their new equipment.

"It was a bit scary at first," explained LAC Robinson, "but a little practice soon took care of that." He was enthusiastic about their underwater experiences and said there was a lot more fish around the coast than many disappointed anglers realized.

"Spear fishing for cod and exploring reefs around the Comox airbase is a great way to spend your spare time," declared LAC Price.

News of the two airmen's skin-diving hobby soon became known at the RCAF base at Comoy in the air is their prime job, and skin-diving their favourite hobby.

The type of work was not always enjoyable, but the two airmen were always available when called on by the RCMP.

Locating lost equipment for the police, as an example, can usually only be done by a skin-diver, the two airmen explained.

"He can move about quickly under water without disturbing the mud," LAC Price said, "a man in a conventional-type diving suit can't do the same job."

IN THE NAVY

"The Northern Lights have seen some queer sights," was the comment of Betty Officer James Instance of Toronto, "but the strangest was the sight of 34 sailors apparently hunting submarines in the Knob Lake area 300 miles from the sea."

Thus did PO Instance sum up his impressions of the desolate expanse of northern Labrador when the Royal Canadian Navy's six helicopters of HS-50, HMCS Magnificent's anti-submarine helicopter unit, arrived in the Knob Lake area to assist in supplying the radar stations of the Mid-Canada Line.

HS-50, will 11 pilots, an engineer, officer and 34 maintenance men, began flying operations on the Mid-Canada Line on September 24, and by October 16 had logged a total of 7,943 ton-miles, carried 1,430,292 pounds of freight, 29,945 pounds of baggage and 432 passengers.

In one supply mission one of the Sikorskis, flying to sites up to 200 miles away and making innumerable short trips from the lakehead loading area, totalling 52 hours in the air and ton-milage was 1,390.

Since arriving to take part in the supply mission, pilots of the navy's helicopters find they have trebled their normal flying hours and discovered that flying techniques are radically different from sub-hunting, where hovering is a necessity.



Janine Fluet, radio and TV entertainer, who will sing at Drummondville November 3rd after the annual oyster derby presented by the local Chamber of Commerce at Ma noir Drummond.

The DRUMMONDVILLE Spokesman

Journal Dedicated To Free Speech
DRUMMONDVILLE, FRIDAY, OCTOBER 26th, 1956

VOL. XXVIII — No. 30

The Charity Campaign Opens Next Sunday

Aluminum Ltd. Towards Peaks

Boston, Mass. — A preliminary estimate of \$18 millions for third quarter earnings of Aluminum Limited and consolidated subsidiaries was made today by Nathaniel V. Davis, president of the Company, when he addressed the Boston Society of Security Analysts.

Mr. Davis said that as a result of improved production factors in the second half of 1956, combined with strong demand and higher world prices for aluminum this year than last, the third quarter earnings showed an improvement of about 35% over the third quarter of 1955 when the net income was \$13.6 million. Earnings in the first and second quarters of 1956, when the Company was "beset with water shortage problems," were \$10.4 million and \$14.3 million, the president said.

"The improvement in earnings is, of course, a welcome development for the Company and one which we have looked forward to through the lengthy plant construction period that is so typical of our business," Mr. Davis said. "At the same time it is certainly fair to say that earnings at the third-quarter rate are not substantial having regard to the Company's heavy investment in capital assets."

Referring to the present market situation, Mr. Davis said that in Aluminum Limited's major world markets—Canada, the United States and the United Kingdom—as well as in its other markets, "we believe that supply and demand are currently in reasonable balance. Certainly the gap between supply and demand which existed up until a few months ago has been substantially reduced, if not eliminated, as a result of the efforts of all the major producers in expanding supply. However, the trend of demand in the years ahead appears to us as continuing strongly upwards."

Reviewing the Company's current position, Mr. Davis said, "The water situation at our Quebec hydroelectric and our storage reservoirs in now very satisfactory, and our Quebec smelters are running at capacity. In British Columbia, in the second half of this year we are receiving increased production from the new smelter facilities coming into operation at Kitimat. Kitimat is now contributing to our earnings. With these increases our primary production rate has been improved to a large extent. We now see no immediate justification in dewatering the tunnel for inspection."

Mr. Davis explained that the installation of two new generators in the Kemano powerhouse has permitted further tests in the tunnel under conditions of increased water flow. "The pressure readings," he went on, "indicate that the tunnel is capable of delivering sufficient to generate at least 828,000 horsepower, which in turn can support an ingot capacity of 255,000 tons. There is some expectation that these figures may be exceeded as still more water is put through the tunnel." Mr. Davis said.

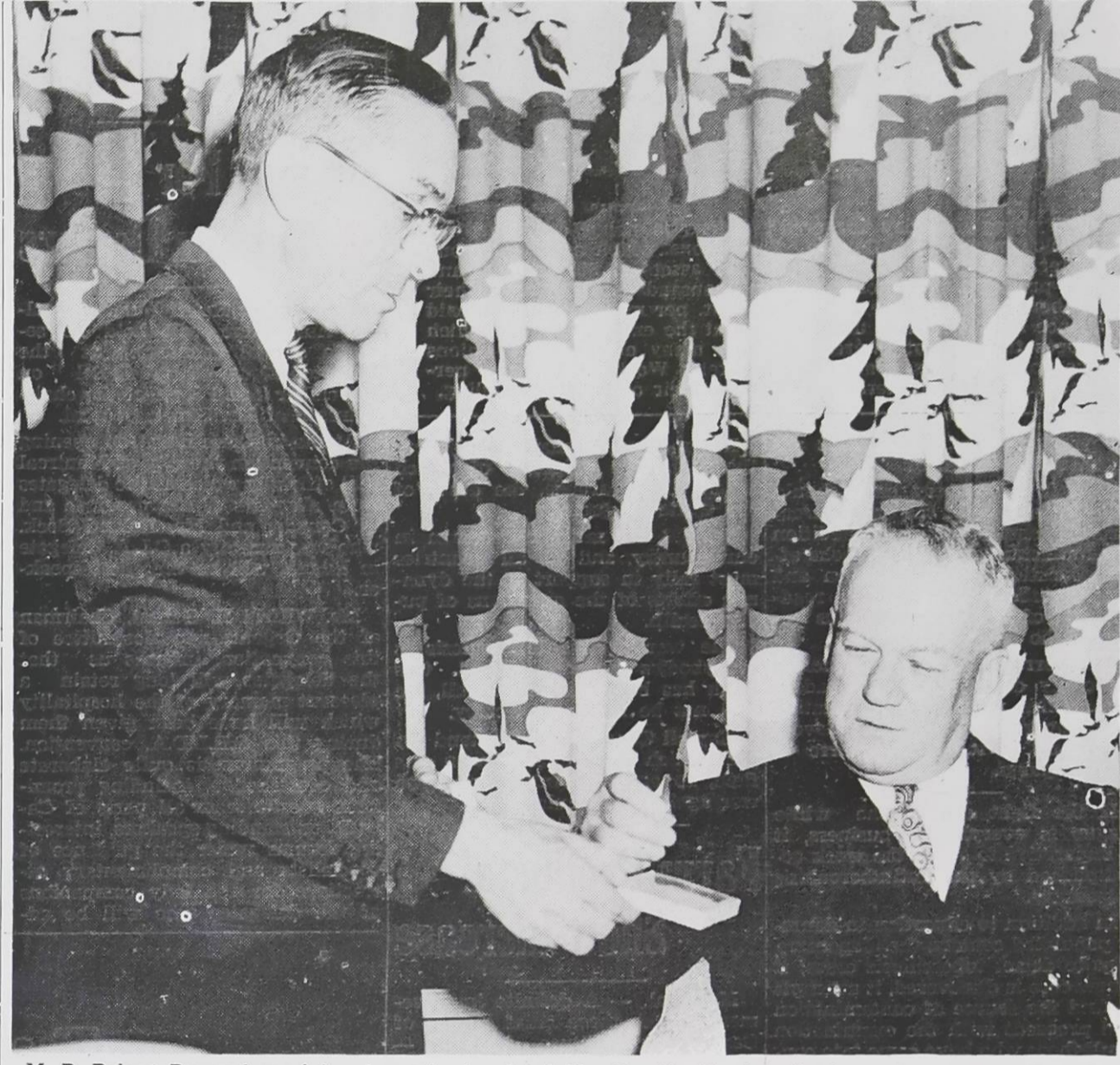
"There is a reasonable prospect that the target of our earlier announcement at Kitimat will be reduced by no more than 30,000 to 50,000 tons," Mr. Davis believed, "which would represent 3% to 5% of our expected total Canadian capacity in 1960. Viewed in the context of our over-all expansion program, this possible shortfall is not in our view a matter of serious concern. Furthermore, the second tunnel is undertaken the shortfall would disappear."

Mr. Davis announced that the capacity of the new power development in Quebec known as Chutes-Passes, and located on the Upper Peribonka River, will be greater than he originally announced at the Aluminum Limited annual meeting of shareholders last spring. "This development, now under construction will have an installed capacity of about 1,000,000 horsepower and will be able to add to the firm power output of our Saguenay system as a whole approximately 700,000 horsepower. The construction program calls for bringing in the first power production in the summer of 1959."

"To utilize a portion of this power, a new ingot capacity in the amount of approximately 150,000 tons, including the 22,000-ton Isle Maligne plant already built, will be brought in over the same period of time," stated Mr. Davis. "Should conditions warrant it, more ingot facilities could be brought in and supported by the power which will become available."

"To support all of the planned additional ingot capacity in Canada, still additional alumina facilities will be required and the plans for such new facilities are now nearing completion," Mr. Davis revealed. "With a view to diversifying the sources of raw materials, consideration is being given to the development of alumina facilities based upon bauxite resources in areas other than Jamaica."

The president said that if the four-year period planned, the present program as planned, the investment will be in the order of \$500 million, or upwards of \$500 million, or an average of \$125 million annually.



M. P. Robert Bernard receiving from the hands of Mr. Camille Tessier, the keys of his new office situated at 383 Heriot Street. This office has been organized by Mr. Bernard in order to accommodate his electors.

\$850,000 For Industrial Purpose

The following notice, which is relating to new powers to be granted to the City of Drummondville by virtue of a would-be act, has been published recently in the Official Gazette. It will be acknowledged with interest by our readers:

Notice is hereby given that the "City of Drummondville", in the county of Drummond, will apply to the Legislature of the Province of Quebec, at its next session, for the adoption of an act granting to the said city the following powers:

To impose a sales tax of 2%;

To carry from 6 to 25 the number of petitioners necessary so that a loan by-law be submitted for approval to the municipal electors who are proprietors;

To increase loan powers for industrial purposes to \$850,000.00;

To increase indemnities of the Mayor and Aldermen;

To repeal the by-law concerning outside staircases;

To forbid or control the issuance of permits for the construction of buildings on streets not supplied with the services of waterworks and sewers;

To have the date of municipal elections carried on in May or June;

and other necessary matters according to the good administration of the city.

Drummondville, October 15, 1956.
RINGUET & SAINT-PIERRE,
4304-42-4.
Attorneys for the
Petitioner.

Charity For Undernourished

The day of spoons, goblins and black cats is fast approaching. We know you will be glad to hear that some of our Drummondville youngsters will be celebrating a UNICEF Halloween.

No need to padlock your garden gate, the spoons and goblins of Drummondville will be out as usual all right, but they will be well-mannered UNICEF spoons asking you to help them treat the sick and undernourished children in Asia, South America, and Africa. Your treats of coins will be sent to UNICEF — the United Nations Children's Fund — who last year alone brought badly need help to 28 million children in 88 countries.

Here in Drummondville, the program is being sponsored by the Home and School Association of the Drummondville High School. We know our youngsters can count on your co-operation.

Join us in saluting our youth for their enthusiastic participation in this outstanding effort in young citizenship!

"This new burden of planned expenditures can, it is hoped, be supported to a greater extent than previously by our own internal sources of funds. As a result of past expenditures we are now benefitting from increased production and sales which are contributing to a significant growth in our internal cash generation", Mr. Davis stated.

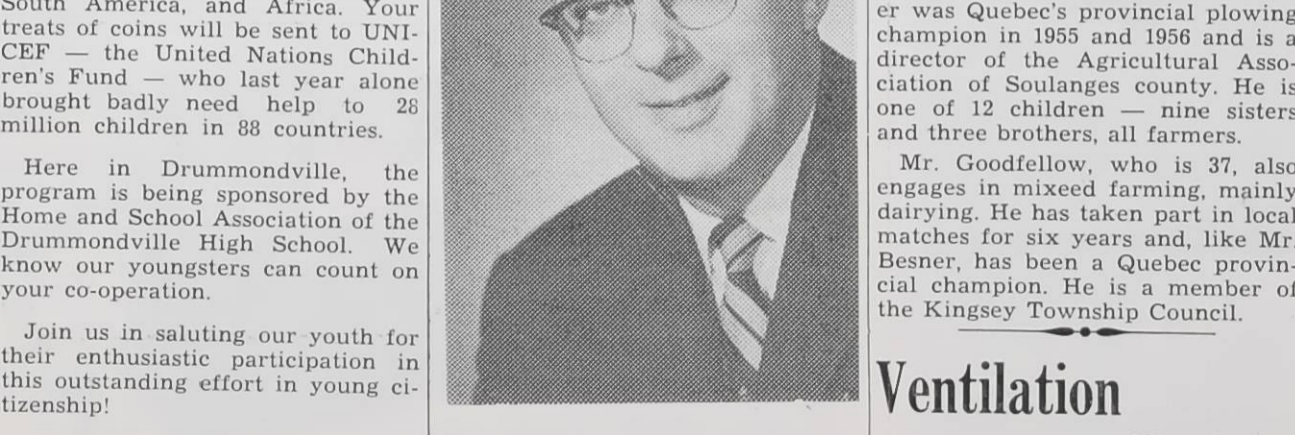
Do They Enjoy Prosperity?

"What are the results of increasing prosperity in Canada? Under present conditions can we provide effectively for the future merely by making provision for business expansion or for the retirement of employees?"

In an effort to find the answers to these and other important questions, a sociological survey is currently putting six Ontario communities under the searching microscope of social science. "Man and Industry" is the title of the project being carried out by the University of Toronto's School of Social Work.

Teams of social workers are being sent into such areas as the St. Lawrence Seaway, Iroquois Falls, Blind River, Malton, Scarborough and the Regents Park redevelopment area in Toronto. Their purpose is to find out what effect industrial development has had on groups of Canadians.

On November 1, CBC will attempt to report and assess the project in a special program titled "Man and Industry". Narrator Gordon Cullingham will sit on the initial briefing of the six groups of social workers and visit one of the selected towns. He will record



NORMAN C. BROWN, whose appointment to the newly-created post of director of advertising of Dow Brewery Limited has been announced by J. Armand Desrochers, vice-president and general manager of the company, Mr. Brown, who assumed his new duties on Oct. 22, has had many years of experience in the advertising field and joins Dow Brewery from Robin Hood Flour Mills Limited, where he served for eight years as advertising manager.

World's Weather Getting Warmer

Though there is no immediate prospect of palm trees growing in Canada, or of Siberia becoming a summer resort, most experts believe the weather of the world is growing warmer, according to the Reader's Digest.

The world's annual mean temperature has increased one degree in the last 75 years, says an article in the November Digest. In most of the United States, the summers have become one degree hotter, the winters two to four degrees warmer. In Iceland and Greenland the average annual temperature is up 6 to 12 degrees!

Vegetation and timberlines are creeping up mountain slopes. The Carolina when, vulnerable to cold, has been sighted in Ontario, and the mockingbird, seldom seen even in Washington, D. C., 75 years ago, is now common in Philadelphia.

An increase of two degrees in temperature may not sound like much, but it is enough to give Philadelphia the climate today that Baltimore had in 1885, the equivalent of nearly 100 miles of latitude.

And it is true that the number of hurricanes have increased along the Atlantic seaboard. New England, which used to average three big tropical storms a century, has had three in the past two years.

Weather changes produce unexpected effects. Light-snowed winters plague ski resorts. Warmer, faller ocean currents flowing northward have carried the cod — which used to be a Massachusetts staple — 620 miles north in 27 years.

The article offers various theories which may explain these weather changes — "anticyclones", revolving clockwise above the Atlantic and Pacific and forcing warmer air on the coasts of the Western hemispheres, volcanic eruptions which make a cooling shield between earth and sun and then warm the earth when the particles fall; the carbon dioxide in the atmosphere, pumped there by the burning of coal and oil.

Dr. Hurd C. Willett of the Massachusetts Institute of Technology believes that the earth's temperature is affected by periods of sun-spot activity, followed by periods of relative solar quiet, each about a half century long. Dr. Willett believes we have just turned the cyclical corner and are headed for a 50-year period of "old-fashioned" winters.

The broadcast is available to all stations on the CBC Dominion network and will begin at 9.00 p.m. EST.

Quebec Was Good At Plowing Contest

Brooklin, Ont. — Two Quebec farmers made good showings at the International Plowing match here last week, although they missed winning the Esso Silver Plow, the nation's top plowing trophy.

Romeo Besner of St. Clet, Soulanges, got 137.2 points out of a possible 200, while Donald Goodfellow of Richmond scored 135.9. The winner of the silver plow, Hugh Baird, 22, of Blackwater, Ontario, secured 155.7.

Another Ontario farmer, Douglas Reid of Brampton, placed second while a Prince Edward Island man, Stanley Willis, came third. Baird and Willis will represent Canada at the 1957 World Plowing match to be held in Peabody, Ohio. Canadian championship rules state that no province is allowed more than one man on the two-man world team. They, together with a team manager to be named later, will attend the world match as guests of Imperial Oil.

The competition was the highlight of the 43rd match sponsored by the Ontario Plowmen's Association. It drew entrants from across Canada and an estimated 100,000 spectators.

Mr. Besner works on a farm that has been in his family for several generations. The 43-year-old farmer was Quebec's provincial plowing champion in 1955 and 1956 and is a director of the Agricultural Association of Soulanges county. He is one of 12 children — nine sisters and three brothers, all farmers.

Mr. Goodfellow, who is 37, also engages in mixed farming, mainly dairying. He has taken part in local matches for six years and, like Mr. Besner, has been a Quebec provincial champion. He is a member of the Kingsley Township Council.

Ventilation vs Fatigue

Good ventilation will help to avert fatigue. Stuffy air in rooms, office or store is harmful to the respiratory passages, especially if the air is dry. The window should be opened even if only a few inches. At night, it is important to healthy sleep to have fresh air in the bedroom.

A \$25,000 Objective For Drummond County.

The official opening of the Charity Federation campaign will take place in Nicolet diocese next Sunday, October 28th with November 11 as closing date. The 1956 objective has been fixed up to \$60,000 distributed as follows: Yamaska, \$6,385; Arthabaska, \$17,835; Nicolet, \$10,780; Drummond, \$25,000. Patrons are Mgr. Albertus Martin, Paul H. Frigon, Justice Aime Chasse, Alexandre Gaudet and Jules P. Marceau. Mr. F. Edouard Alain has been appointed as general president.

As far as Drummond is concerned, the president is Mr. Paul D. Normandeau, assisted by Messrs. Camille Tessier, Rene Lapierre and George Haggerty. Hereafter a list of the parish committees.

St-Frederic — objective: \$4,200.00
Patron: Mgr Paul Mayrand; vice-president: Mr. Camille Tessier; vice-treasurer: Mr. Georges Lemire. **St-Therese — objective: \$1,950.00**
Patron: Mr. le cure C. Beauchemin; president: Mr. Urgel Guerin; vice-president: Mr. A. Guevremont; sec-treasurer: Mr. Antoine Niquet. **SS. Pierre & Paul — objective: \$1,200.00**
Patron: Mr. le cure G. Desilets; vice-president: M. Romeo Royer; vice-treasurer: Mr. Romuald Courchesne; sec-treasurer: Mr. Armand Demers.

St-Philippe — objective: \$500.00
Patron: Mr. le cure Agenor Theroux; president: Mr. Edouard Boileau, vice-president: Mr. Lucien Vallée; sec-treasurer: Mr. Reginald Cormier. **Christ-Roi — objective: \$300.00**
Patron: Mr. le cure A. Traversy; vice-president: Mr. Hormidas Duplessis; vice-president: Mr. Albert Gignac; sec-treasurer: Mr. Bruno Bourgeau. **St-Felix de K.—Objective: \$450.00**
Patron: Mr. le cure Wilfrid Messier; president: Mr. Albert Houle; vice-president: Mr. Bertrand Lebel; sec-treasurer: Mr. Florent Lefebvre.

N-Dame du B.C.—objective: \$450.00
Patron: Mr. le cure J.B. Frechette; president: Mr. Roland Guevremont; vice-president: Mr. Armand Brisson; sec-treasurer: Mr. Edgar Raymond. **St-Edmond — objective: \$125.00**
Patron: Mr. le cure N. Cote; president: Mr. A. Trudel; vice-president: Mr. Roland Lefebvre; sec-treasurer: Mr. Doria Lambert. **St-Lucien — objective: \$125.00**
Patron: Mr. le cure R. Cormier; president: Mr. Adélard Gendron; vice-president: Mr. Alvida Therrien; sec-treasurer: Mr. Pierre LaVoie.

St-Fulgence de B.—objective: \$300.00
Patron: Mr. le cure A. Vassan; president: Mr. Zephirin Labarre; vice-president: Mrs. Romulus Proulx; sec-treasurer: Miss C. C. Prefontaine. **St-Nicéphore — objective: \$325.00**
Patron: Mr. le cure G.H. Laforest; president: Mr. Antonio Belis-

St-Joseph — objective: \$3,000.00
Patron: Mgr. A. Demers; president: Mr. Majorque Lemire; vice-president: Mr. Denis Crepeau; sec-treasurer: M. Paul Rousseau. **Kingsley Falls — objective: \$260.00**
Patron: Mr. le cure Willie Coll; president: Mr. Walter Drapeau; vice-president: Mr. Rene Poisson; sec-treasurer: Mr. Robert Leblond. **St-Cyrille — objective: \$1,000.00**
Patron: Mr. le cure J.A. Beaudet; president: Mr. le notaire L.P. Joyal; vice-president: Mr. Jules Gagnon; sec-treasurer: Mr. Merille Joyal.

St-Eugene — objective: \$300.00
Patron: Mr. le cure J.M. Rousseau; president: Mr. Alcide Leger; vice-president: Mr. Adrien Blanchette; sec-treasurer: Mr. Wilfrid Leblanc. **L'Assommoir — objective: \$325.00**
Patron: Mr. le cure J.Bte Mathieu; president: Mr. Elphege Boisvert; vice-president: Mr. Fernando Boisvert; sec-treasurer: Mr. Joseph Trahan. **St-Germain — objective: \$900.00**
Patron: Mr. le chan. R. Salois; president: Mr. Armand Blanchard; vice-president: Mr. H. Paul Leclerc; sec-treasurer: Mr. Paul Caya. **St-Jeanne d'Arc — objective: \$100.00**
Patron: Mr. le cure Germain Farley; president: Mr. Elphege Robidas; vice-president: Mr. Hercule Poudrier; sec-treasurer: Mr. Arthur Boisvert.

Wickham-Ouest—objective: \$390.00
Patron: Mr. le cure Arthur Bergeron; president: Mr. Adrien Budge; vice-president: Mr. Honoré St-Onge. **St-Christine — objective: \$200.00**
Patron: Mr. le cure Martial Houle; president: Mr. Gerard Parent; vice-president: Mr. Donat Martin; sec-treasurer: Mr. Remi Loranger.

and private, is capable of producing about 21.3 million hp. By 1959 it will be capable of 27.4 million hp. Across the land new power units will add 1.8 million hp to our potential this year, more next year and the next, adding a 1.7 million hp boost in 1959.

For all that, the supply-demand equation appears just in balance. "We're slightly ahead, but battling to say there," power men say.

Food Is Fuel

A tired afternoon feeling that persists day after day may be due to a faulty diet. By checking up on the daily fare, and making sure that the diet is a well balanced one as suggested in Canada's Food Rules, it is often possible to regain that feeling of well being that comes from good health.

The Secret Of Productivity

Listen to the hum of motors, says The Financial Post, and you can hear the basic secret of Canada's productivity.

Electricity today does 80% of the work in our factories. Tomorrow: 90% of the work, in 2% more factories each year. The industry which makes electrical apparatus held ninth place as a major dollar producer in 1939. Today it rates third.

The electric "horsepower race" is one Canada can't afford to lose. The day we flick the switch and nothing new happens is the day Canada begins declining as a competitive nation.

How goes the race? Touch-and-go, it seems. This year our combined generating equipment, public

Special Fares For Europe, United States

A special emigrant fare for travel between Europe and Canada or the United States will go into effect November 1, it was announced today by Trans-Canada Air Lines, following the approval of all governments whose airlines are members of the International Air Transport Association.

The special fare is valid only from November 1 this year until March 31, 1957 and represents a reduction of 40 per cent off normal one-way tourist fares.

TCA said this would enable an immigrant to fly between Glasgow and Montreal, for example, for \$160.80 compared to the normal fare of \$268.00 tourist.



N. R. Crump, president of the Canadian Pacific Railway, pulls the switch of the steam shovel that turned the sod recently for the new \$10,000,000 400-room addition to the Royal York Hotel in Toronto. Scheduled for completion in 1958, the 17-storey addition will make the Royal York Hotel the largest in the Commonwealth with 1,600 rooms. In attendance at the ceremony were Hon. Leslie Frost, Premier of Ontario, Fred G. Gardner, Chairman of the Board of Metropolitan Toronto, Mayor Nathan Phillips of Toronto and Hon. Bryan A. Cathcart, M.L.A., Minister of Travel and Publicity, Province of Ont.

The DRUMMONDVILLE Spokesman

A Journal Dedicated to Free Speech... FOUNDED 1926... The Drummondville Spokesman is Printed and Published Every Friday at 400 Heriot Street, Drummondville, Quebec, by La Presse Canadienne.

The Municipal Challenge Ahead

The Federation's brief submitted earlier this year to the Royal Commission on Canada's Economic Prospects pointed up the magnitude of the tasks which are likely to confront Canadian municipalities during the next twenty-five years.

Guard Against Tuberculosis

One meets every day people who will argue against reason and common sense. According to them, the fight against the disease does not concern them! However, it so happens that such persons change their minds, when, for example, that an undesirable visitor tuberculosis attacks the lungs of a child to whom they have given life!

THERE'S A BIG EVENING IN STORE FOR LITTLE PEOPLE



There's something stirring among the small people as it does every year about this time. Halloween is approaching and thoughts are turning to witches, hobgoblins and of course pumpkin pie.

5 years to pay... LOWEST CARRYING CHARGES... ESSO oil burners... BACKED BY IMPERIAL OIL LIMITED

expansion of urban requirements can hardly be disputed unless the nation enters a period of economic decline.

Elsewhere in this issue a brief summary of this forecast of urban requirements during the next twenty-five years has been provided. If these basic social requirements of our urban communities are to be met it will require a fundamental revision of the basis of municipal financing.

The fact is there is much to be done. The struggle to obtain a satisfactory municipal revenue base must be continued. At the same time there are many suggestions contained in the Federation's Brief for strengthening and improving the structure and efficiency of local government.

that family, but when the doctor spoke of the BCG, they were formerly opposed to the vaccination of their new-born child. And this very child, after growing up, suffered an attack by the Koch bacilli!

CREDIT UNIONS' DAY OF THANKSGIVING

Thanksgiving day for credit unions is being celebrated by 1,700,000 members in Canada. The unions, which began with one member in 1904, now have assets of \$70,000,000 and have provided small loans by the thousands each year to their members.

HEIR'S HAIR MAKES HEADLINES

Like an illustration from a child's book of fairy tales it is this axles makes it easy to find just what you need—custom-created to fit your job.



But the question of whether or not these changes for the better mark a permanent turning point in the fortunes of Canadian agriculture cannot be answered with equal assurance. The B of M concludes, "For as long as inventories on farm products remain as large as they have for the past five years, and as long as the economic movement of grain in international trade is disrupted by the highly protective policies pursued by other countries, uncertainties will continue to becloud the outlook for Canadian farming."

Farm Products Show Increase

Montreal.—A definite improvement in the three chief sectors of Canadian agriculture for 1956—grain, meat and dairy products—is forecast by the Bank of Montreal in its October Business Review.

Meat Consumption Up

Describing the impressive capacity of the Canadian market for meat one of the most encouraging features of the agricultural situation, the review points out that per capita consumption has risen from 140.5 pounds in 1953 to 151.5 pounds in 1955.

Pointing out that the marketing prospects surrounding grain, livestock and dairy products, which collectively account for 70 per cent of total farm cash income, are fundamentally sound, the B of M says that with developments indicating improvement in each of the three sectors this year it would seem that in the second half of 1956, as in the first half, an increase in farm cash income over 1955 may be recorded.



The chief stood back to admire his creation—an orange frosted cake topped with chocolate cats. "I am a little proud of these pussy cats, madame," he said, "all ready to meow and jump!"

Sittings For Lumber Dealers

The Quebec Retail Lumber Dealers Association will hold its seventh annual convention at the Sheraton-Montreal Hotel on November 2 and 3 under the chairmanship of Mr. Simon Sénéchal.

The difference between Second Best... and Best...

Advertisement for GMC Blue-Chip Money Makers for 1957, featuring images of GMC trucks and text describing their features and performance.

Advertisement for Brading's beer, featuring images of beer bottles and text describing the product and its availability.

Credit Unions

Thursday, October 18 is International Credit Union Day, an event we were happy to celebrate with Canada's 4,000 credit unions and their 2 million members.

For Local News Subscribe To Your Local Paper

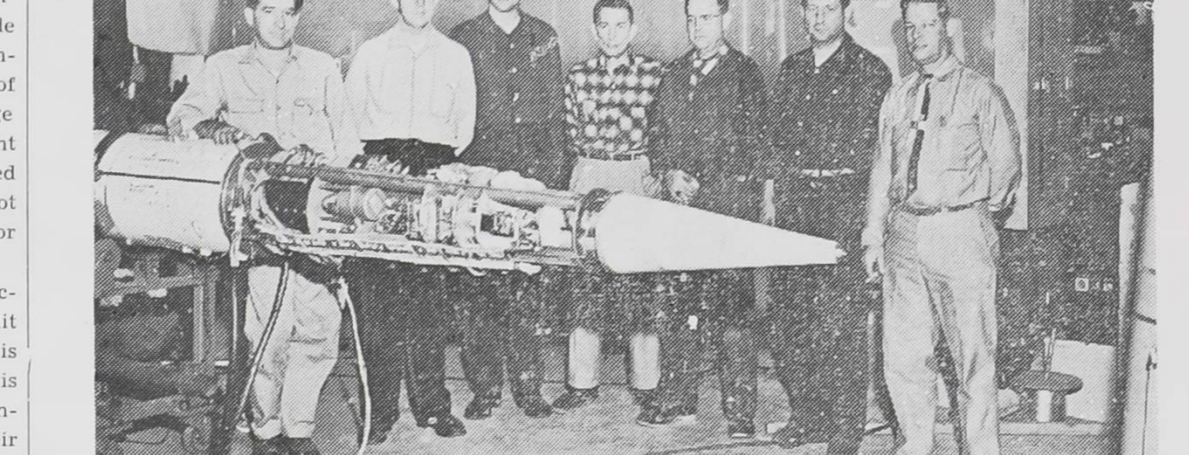
Advertisement for Seagram's V.O. Scotch Whisky, featuring the Seagram's logo and text.

Prairie Market To Be Looked At

Niagara Falls, Ont., Oct. 3.—Canada's manufacturers are in danger of selling the prairie market short, primarily because of their failure to take advantage of the tremendous expansion in Eastern Canada, J. R. Sarfield, business manager of the Saskatchewan Power Corporation said here today.

Advertisement for GMC Blue-Chip Money Makers for 1957, featuring images of GMC trucks and text describing their features and performance.

U.S. FIRES WEATHER ROCKETS AT CHURCHILL, MAN.



Built to be exploded somewhere high in the sub-Arctic skies, this rocket is being examined by University of Michigan physicists at Churchill, Man. Many rockets will be fired by the U.S. navy from the Churchill site to collect data on air density pressure and wind movements, which is expected to result in more accurate weather forecasts for the northern hemisphere.

Job Accidents

Businessmen have reduced the on-the-job accidents and they had no alternative. The worker killed or injured on the highway is as direct loss to his employer as though he had been killed in the plant or office.

Let's Use Those Canada Has

While the country is waiting in philosophy of self-help through thrift. "We, in Saskatchewan," he further stated, "are not greatly concerned about a decline in economic prosperity in the next 10 years. We have, we are certain, within our grasp an accelerating prosperity and we are sure of the next decade. Being sure, we are not asleep to the need of designing now for the second decade. We are determined we will see it also defined as a continuation of our present prosperity. What we must look for is more people and more kilowatts of energy for more people."

Advertisement for GMC Blue-Chip Money Makers for 1957, featuring images of GMC trucks and text describing their features and performance.

PUBLIC NOTICE

The Honourable Antonio Barrette, Minister of Labour, has by Order in Council, pursuant to the provisions of the Collective Agreement Act (R.S.Q. chapter 160 and amendments), that the contracting parties heretofore mentioned have submitted to him a petition to render obligatory the collective labour agreement entered into between: On the one part, the Association des Garagistes et Détaillants d'Essence du Québec Inc. and, on the other part, the Association des Employés de Garages de Drummondville Inc. for the employers and the employees of the industry and the trades concerned, according to the conditions hereafter described:

Table with 2 columns: Trade, Hourly Rate. Lists various trades and their corresponding hourly rates.

CLASSIFIED ADVERTISING

WANTED—A good salesman for progressive business. General Commission. Interesting Territory. For details and free catalogue, write: Families Dept. A, Station C, Montreal.

Advertisement for GO BY BUS, featuring text about bus services and contact information for Drummondville.

Wheat Surplus, Great Concern

Never before, even in the years of greatest over-production, says the report have world wheat surpluses reached such "truly astronomical proportions".

MR. ST. LAURENT SAMPLES OXYGEN



Touring the new wing of the Women's College hospital in Toronto, Prime Minister St. Laurent takes a whiff of oxygen through a tube as one of the nurses stands by for treatment if the whiff proves too strong.

"Dollars and Sense"

Have you ever tried banking by mail? An extra service offered you by the Canadian Bank of Commerce is the convenience of mailing in your cheques for deposit.

THE CANADIAN BANK OF COMMERCE

I. C. Watson, Manager

Advertisement for Crosley Shelvador refrigerator, featuring an illustration of the appliance and promotional text about its features and price.

A comic strip titled "On Camera" showing a family scene with dialogue about television cameras and a woman's weight.

For Better Roads

We are all for that. But the principal argument that is being advanced to win public support for that program is both fallacious and dangerous.

Television To Control Traffic

Britain recently carried out her first experiment in controlling traffic by television.

Food Sense

No matter how you see it, vitamin A has eye appeal. It plays its role by keeping eyes and skin healthy.

Shell Out

What does Halloween mean to you? It means a time of fun and excitement.

Advertisement for a recruitment office in Drummondville, featuring a circular logo with the text "GO PLACES! GO NAVY!"

Public Notice

The new season of On Camera television dramas begin on October 28th at 8:30 p.m.

Firearms

The Laws of Canada require that every person who owns a firearm must register all revolvers, pistols and fully automatic firearms.



The beautifully new Bel Air Sport Coupe with Body by Fisher.

Large advertisement for the 1957 Chevrolet, highlighting its design, performance, and features like the Turboglide transmission and Fuel Injection.

Advertisement for CMA (Canadian Manufacturers' Association) featuring a grid of numbers for a "Last Week Answer" puzzle.

Healthy Trend

Last summer, the Canadian Manufacturers' Assoc. took a financial survey and one of the interesting facts it turned up was that the 102 companies studied had 567,394 shareholders.

Rescue Team Saluted On Radio Hookup

What chance survival for a small child stricken with polio in a remote northern outpost, for two fishermen marooned by storm on a desolate Pacific coast island?

Food Sense

No matter how you see it, vitamin A has eye appeal. It plays its role by keeping eyes and skin healthy.

Shell Out

What does Halloween mean to you? It means a time of fun and excitement.

Plan Now...

UNI CEF, The United Nations Children's Fund, is the world's largest inter-governmental organization concerned solely with children.

Husbands! Wives! Get Pez, Vim, Feal Younger

Thousands of couples are weak, worn-out, exhausted just because they lack Pez, Vim, Feal Younger.

Join your Community Campaign

to Increase Winter Work and Combat Seasonal Unemployment

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Advertisement for CNR (Canadian National Railway) featuring a grid of numbers for a "Last Week Answer" puzzle and promotional text for Montreal fares.



The beautifully new Bel Air Sport Coupe with Body by Fisher.

Large advertisement for the 1957 Chevrolet truck, highlighting its performance, design, and features like the Turboglide transmission and Fuel Injection.

Advertisement for Southern Canada Power, featuring a logo and text about electricity.

Advertisement for Héroux, Thibodeau Automobile Enr., featuring a logo and contact information for a dealership.

Advertisement for National Employment Service, featuring a logo and contact information.

Advertisement for Héroux, Thibodeau Automobile Enr. Regd., featuring a logo and contact information for a dealership.

THE BEAR THAT CAME ONCE TOO OFTEN



One bear that came once too often to steal honey is this 450-pound monster shot by beekeeper Edwin Byers of Queensboro, Ont. Byers had lost 20 winter bee colonies to Mr. Bruin, so he sat in a packing case for seven hours with a 12-gauge, double-barrelled shotgun at his side waiting for the bear to appear again. When the marauder did show up, Byers did not miss. It is the seventh bear he has shot in the past three years.

**Education
In Courtesy**

Do you consider Canadian youngsters "gabby brats", insensitive to the feelings of others and careless of their property? This was the recent verdict of a University professor, speaking to a Home and School gathering. There must have been some truth in this criticism which incensed many of his hearers. At any rate it focussed attention on the place of courtesy in home training.

A child in the home copies the manners, whether they be good or bad, of those around him. Courtesy, like measles, is "catching". Formal teaching of rules is never a substitute for observation and experience in living. This does not mean that a child of courteous parents may not sometimes act in a rude fashion. A child who is ill or frightened or exhausted may be discourteous and uncooperative. Sometimes a child acts in a boorish fashion in imitation of the actions of a chum. Once in a while a child may do an unexpectedly rude thing as a bid for attention. The best way to deal with rudeness is sometimes to isolate the child. At other times it is wise to ignore some small discourtesy in front of a visitor, but discuss the child's behaviour later with him.

"Good manners" has a rather vague, impersonal sound to a youngster. But "being friendly" have a very definite meaning. A little child is often naturally shy in the presence of strangers and may feel no necessity for showing friendliness. The attitude of friendliness to others is one which is gradually learned. Mothers cannot expect too much, but they can encourage a son or daughter to be friendly and suggest definite ways to show friendliness. Sometimes it is a good plan to make a little game of using courteous phrases such as "please" and "thank you". Two little people can practice passing a plate of apples and saying "thank you" when an apple is taken from the plate.

As boys and girls enter adolescence they usually become more aware of their own need for knowledge and practice in the correct way to behave in different situations. The lonely, anti-social teen ager is often acutely aware of lack in training in social amenities. Teen agers need to have their own friends and be accepted by their own group of chums. A boy or girl hates to make a social blunder in the presence of the opposite sex.

One of the greatest helps to feeling at ease in the presence of others is for a teen ager to have the chance to welcome his friends in his own home. Another very real need is for a youth centre under satisfactory supervision where boys and girls in their teens can meet together for parties, and athletic interests. Manners and morals take care of themselves when adolescents have the chance to work and play together in the right atmosphere in a place of their own.

It is useful to have reliable books on etiquette such as Kate Aitken's "Canadian Etiquette for Party Living" or Claire Wallace's "Mind Your Manners" which are published in pocket book editions. Emile Post's book on Etiquette can be found in any public library and is in a class of its own. "This Way Please" by Eleanor Boykin is an excellent book on correct procedure for teen agers. Why not have a discussion on good manners among the members of your family? Try to discover the courtesy in the home which makes them happiest and the little things which are most annoying. Good manners have been rightly called "the happy way of doing things" and the best place to practice this is surely under the family roof!

The French have an old proverb. "To speak kindly does not hurt the tongue". Kindness and consideration are the foundation of courtesy, along with sincerity and fairness. Self control and respect for other people and their belongings are two nature, but important attitudes which need continual cultivation.

The hurry and rush of modern life frequently produces rude behaviour. Few people are familiar with Emerson's sensible remark, "Life is not so short that there is always time enough for courtesy".

Our word "Etiquette" or rules of polite society comes from the French word meaning a card of ticket. On it were printed the regulations for behaviour at court, and this card was delivered to those invited to this centre of cultural and political life. Few of

us will ever be presented at court, and the rules of mannerly conduct in ordinary society may change with the passing years. But the qualities of mind, the imagination and sympathy for others from which they spring, are eternal. What education in courtesy are our children receiving in every day living in our homes? (Copyright).

Ill or Not?

Is Canada a nation of hypochondriacs, with a host of real or imagined ailments that keep eight in every ten Canadians in bed at least twelve days a year?

Although eighty percent of Canadians get sick, according to the Maclean's article, only fifty-three percent receive medical care, for which each family pays an average of \$82 a year — a total of \$373,800,000 for the whole country.

What is Canadians' main complaint? Influenza and the common cold, says MacDonald. They account for about half of all our ailments. Next come diseases of the digestive system, infective and parasitic disease and accidents, poisonings and violence.

The legend of the complaining woman has more truth than fiction, he says — the average Canadian woman feels under the weather about two months a year, fourteen days more than the average man.

But it's not true that the wealthier people pamper themselves more than those in more modest circumstances. "Among Canadian families whose annual income is under fifteen hundred dollars a year — and this takes in a fifth of the population — illness disables the average person eighteen days a year, against only ten days for those whose earnings are above three thousand a year."

Although Canadians are often ill — and spend a fortune on their ailments — the nation is by no means sickly, according to MacDonald. The mortality rate has been reduced by one third in fifty years and in that time the average Canadian's life expectancy has been raised from forty-five years to seventy.

ce Seaway will be the longest inland waterway ever created for ocean-going vessels, according to Reader's Digest. Its 744 miles from the mouth of the St. Lawrence to the Great Lakes compares with 103 miles for the Suez Canal and approximately 50 miles for the Panama Canal.

ed 677 portraits within five years. Deafness which forced him to use an ear trumpet did not prevent his success.

If the telephone company still had to depend on the old manually operated system instead of the dial phones, notes Reader's Digest, there would not be enough women between the ages of 18 and 40 in all of the United States to perform the job now required by telephone traffic.

THE OLD HOME TOWN Approved by the Post Office By STANLEY



When completed the St. Lawrence-

This-N-That

When completed the St. Lawrence-

**OPPORTUNITY THIS AREA
MANAGER WANTED**

Spare Time or Full Time

\$200.00 weekly income and up possible in just spare time, more full time. Established Canadian Company will appoint local man or woman to supervise this sensational business. No experience necessary as we train you in all phases of the business. Company establishes all accounts and no selling is required. Qualifications are as follows:

1. Good Character and References
2. Spare Minimum of 10 Hours Weekly
3. Approximately \$2,000.00 Cash Required, Which is Fully Secured.

If you can meet these qualifications and desire an interview with Company Executive in your area, answer this ad immediately. Please do not answer this advertisement unless you are definitely interested in a business on a high plane, have the necessary cash available, and are a person who can make and give a definite decision after you know the facts, as those selected will be appointed immediately.

This is a once in a lifetime opportunity with a permanent unlimited lifetime income.

For a personal interview in your area, write fully about yourself, include phone number to

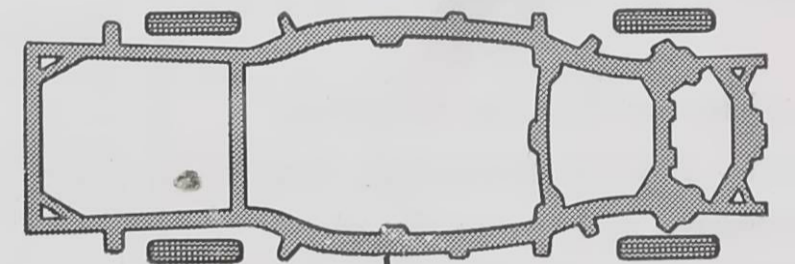
J. W. WEBB COMPANY, 1449 St. Alexander St., Montreal, Quebec.

Only in the new kind of
FORD for '57
revolutionary new
EVEN-KEEL RIDE!



THE GLAMOROUS FAIRLANE 500 TOWN SEDAN... over 17 feet of new-as-tomorrow styling... a scant 4 1/2 feet from road to roof!

You've never before experienced a ride so sweet and low, so safe and steady... because Ford for '57 is up to **200 lbs. heavier, 9 inches longer and 4 inches lower** than ever before!



A REVOLUTIONARY NEW CHASSIS, A FULL FOOT WIDER MIDWAY, FAR STRONGER, HEAVIER, MORE RIGID!

When you get behind the wheel of the sensationally new '57 Ford you'll thrill to a ride that's like no ride you've ever had before! It's Ford's amazing new Even-Keel ride. This new kind of car called Ford hugs a rough road, loves a tight turn. It irons out the bumps, makes every mile of driving millpond-smooth. It takes the tightest curves in its stride, clings to the road like a coat of paint. You get the feel of a big, big car... and that's just what Ford is—the

biggest car in the low-price field! It's the heaviest Ford ever built—from 50 to 200 pounds heavier than in 1956! And that means a smoother ride, a steadier ride, a quieter ride and a safer ride! Nothing compares with the '57 Ford's Even-Keel ride... for smoothness... for ease of handling... for level cornering... for the solid, reassuring feel of safety! It's the ride sensation of the new-car year—a demonstration drive will prove it!

Ford's wonderful Even-Keel ride starts with the new "Inner Ford"—proved in action! A revolutionary new frame sweeps out between the wheels and dips down for a lower centre of gravity. You're actually "cradled" in the protection of the frame, with its five structural steel cross-members. There's 23% more torsional rigidity than ever before. New 4-way Angle-Poised ball-joint front suspension steps over the bumps rather than into them. New rear springs, mounted outside the frame, give wide-stance steadiness. New steering has a built-in "road sense" that's truly new! Visit your Ford-Monarch dealer soon—and get the feel of Even-Keel!

... a whole era ahead of the field!



WE INVITE YOU TO SEE THE NEW KIND OF FORD FOR '57 AT YOUR FORD-MONARCH DEALER'S

PINARD & PINARD Limitée
620, LINDSAY Street DRUMMONDVILLE TEL. 2-3365

**HOW to get a
Friendly Loan
at
NIAGARA
FINANCE**

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

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

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

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

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

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

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

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

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

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

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

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

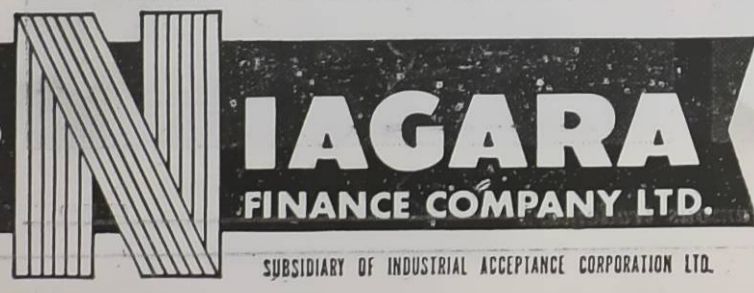
Do many people borrow?—Yes, in Canada, 1 family in 4 borrow each year.

YOU PAY LESS FOR MANY FRIENDLY LOANS

YOU GET CASH	MONTHLY PAYMENTS				
	6	12	15	20	24
\$100	\$17.85	\$ 9.46	\$ 7.78		
250	44.63	23.64	19.46		
400	71.41	37.82	31.13		
600	106.95	56.55	46.65	\$36.45	\$31.45
750	133.40	70.35	57.85	45.15	38.95
1000	177.40	93.20	76.55	59.80	51.35
1500	266.05	139.80	114.50	88.85	75.90

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

LOANS \$1500 OR LESS
LIFE INSURED AT NO EXTRA COST TO YOU



217, Heriot St. Tels. 2-5425

Branches in Trois-Rivieres and Sherbrooke

FRIENDLY LOANS \$\$\$\$\$\$ FRIENDLY LOANS \$\$\$\$\$\$ FRIENDLY LOANS \$\$\$\$\$\$

AXE FALLS ON ARGOS' EARLEY



—Central Press Canadian

Plagued by personal and injury problems all season, the Big Four cellar-dweller, Toronto Argonauts, fired their backfield coach Bill Earley, above, who has also been acting general-manager. The dismissal, made "for the good of football" according to vice-president Joe Wright, was an unexpected one. Many believed head coach Bill Swiacki would get the axe, but he reportedly will stay with the club until the season ends. Swiacki's record as Argos' head coach is eight wins out of 26 games—a poor record, matched only by the Calgary Stampeders.