

In the RCAF

a colour-packed game the East beat the West at Metz, France, VOL. XXVIII - No. 35 Saturday, November 17, 6-0 in the European version of Canada's footknock down a West lateral on the last play of the first half and gallop across with the only touchdown of the day.

The game played between Eastern and Western born personnel of the RCAF's No. 1 Air Division was played at a thrill-a-minute pace throughout. The East, led by Quarter-Back Flight Sergeant Ron Burna penalty.

Augustin, Quebec, who has voted In the office-building develop-Miss Grey Cup Europe in a com- ment alone, 60,000 people will work petition with seven other RCAF or visit every day

In addition to his plans for Mont-

NATO Air Division, kicked off the York real-estate firm, also intends first ball and after the game pre- to reshape the skylines of at least sented the Grey Cup (Europe) to half a dozen other Canadian ci-Squadron Leader Bill Lee of Ha- ties. milton, Ont., Captain of the East

team. Proceeds from the ticket sales at

airwomen candidates.

Hungarian Refugee Relief.

In the Navy The average young sailor, even after completing his basis training tre. and when he has taken his place in the fleet, often stands in awe of the three gold rings on a commander's quoted by Newman. "We are con-

gold signifying the commodore.

These ranks seem, to the ordinary despair of rising to chief petty of-

What the young sailor probably of utilities and railroads, has aldoesn't know is that 29 per cent of ready purchased Montreal's Domithe present officer complement of nion

The DRUMMONDVILLE

Journal Dedicated To Free Speech DRUMMONDVILLE, FRIDAY, NOVEMBER 30, 1956

ball classic, the Grey Cup game. A madly-cheering crowd of more than 2,500 Chanadians and American servicemen and their families plus Dewildered French civilians saw Private Rodger Ganis of Ottawa

Skyscraper In **Montreal Soon?**

A 621-foot skyscraper, tallest in side of Toronto, dominated the the world outside of the U.S., will play and except for penalties and likely be raised in the heart of fumbles deep in the Western zone, Montreal's projected Ville Marie should have run up a higher score. civic centre as part of the building-An Eastern single point in the development plans of William Zecsecond quarter was disallowed on kendorf, legendary New York realestate figure

According to Peter C. Newman The pre-game and half-time fes- in Maclean's magazine, this towertivities included a colourful parade ing office building will have a of cheerleaders, majorettes, the RCAF band from No. 3 Fighter rantable space on forty floors. It Wing, Zweibrucken, Germany, de- will be built in the shape of a cross corated cars, a Western chuck-wag- to provide four main entrance halls on complete with cowboys, cowgirls that could be used by large corand Indians and an Eastern float. porations as separate headquarters. Team supporters wore ten-gallon Satellite buildings in Zeckenhats for the West and straw skim- dorf's plans, Newman reports, may mers for the East. On every out- eventually include a. 20,000-seat standing play the sound of noise- sports arena, a huge merchandisstanding play the sound of hold sports arena, a huge inertaintis-makers and firecrakers was deafen-ing. Queen of the Day was LAW Ghislain (Jackie) Paradis, of St possibly a port for helicopters.

real, Newman reports, Zeckendorf, Air Vice Marshall H.B. Godwin, Air Officer Commanding, Canada's dent of Webb and Knapp Inc. New

"In midtown Toronto he is buy ing up properties for a large office building redevelopment scheme. He says he may submit plans for a new the game are being turned over to Toronto city hall. He is active in

London, Ont., and in Vancouver where he may be building Canada' largest shopping and industrial cen-"I am interested in Canada right

sidering ventures from coast to even more so of the heavy ring of coast." These will also include lar-One of the most prevalent prege factories for new Canadian in- sent-day ailments, arthritis in modustries.

sent-day ailments, arthritis in mo-derate or mild form, can be success- May Endanger Zeckendorf, whose firm controls fully treated with a new drug desseaman, unattainable; indeed many \$300,000,000 worth a real-estate hold- cribed by a team or specialists as ings, oil wells and shipping in the "of great value in the mild to mo-U. S. and who is New York's larg- derate arthritic.' est 'real-estate taxpayer outside

The drug, Cordex, combines the recently discovered adrenal hormone, prednisolone, and aspirin. It uare Building for \$8,000,000

New Hope For



Well, gambling is gambling. Before the last provincial election, Mr. Pit Gauthier, owner of the Taft Restaurant, and Mr. Ben Marchesseault, Rocdor Hotel Manager, had bet for their respective favorite. As a promise is a promise, Mr. Gauthier, the looser, invited Mr. Marchesseault and the latter's friends to attend free agapes at the Taft. Here Mr. Gau thier (left) shakes hands friendly with the victor. Behind the table, the happy guests : Ph. Bernier, Jacques Vincent, G. Haggerty, Marcel Marier, J. P. Pepin, Alb. Bessette, Henri Leveille, Jules St. Pierre, L. Lemire, M. Dupont, H. Marchesseault, A. Pinard, Jean Ostiguy, V. Benvenuto, L. Larocque, J. Boileau, R. Gauthier, R. Ferland, Gerard Perron, Clermont Veilleux, Gerard Vandal, Jacques Demers, M. Sylvain. Everybody enjoyed this fine reunion, it was reported !

S M A M

of Free Cartage Limits issued si- A majority of the Canadian public home or place of business. multaneously by Canadian Natio- apear to believe both in bilinguanal Railway (Express Department) lism and influoridation of water to There are many reasons why it's and Canadian Pacific Express Com- prevent caries. Human Life pany. Keeping it in file for further reference may be very usefull to useful to cases are an evidence of the intelli-

The careless use of X-rays, lu- companies: minous paint and industrial and From the St. Francis River: — anything on that subject. When it delay. They won't be available in medical isotopes is endangering the

Domestic Market Declined From 74% to 71% Although the Exports Are a Little Better.

Canadian synthetic textile mills, an increasingly important compenow well into fourth quarter ope- titor.

result that the total of 1.3 million

the industry this year is slightly

average employment of 14,300 and

rations, appear to have but a pre- Synthetic textile imports from carious grip on the modest impro- the U.K. for the first half of 1956 vement the industry generally at 0.7 million yards are unchanged from last year. chalked up last year. On the export side of the picture,

The indicators: -In the first eight months of this Canadian synthetic fabric makers year Canadian mills shipped 58.1 have been faring somewhat better. million yards of fabric as against In the first half of this year exports 61.5 million yards in the corres- totaled 0.9 million yards, with the ponding period last year. —During this period, they saw yards exported in 1955 stands a their share of the domestic mar- good chance of being exceeded this

ket decline from 74 pc (in the first year. eight months of 1955) to 71 pc. -There has been no improvement On an average employment in

in the price picture. So far this year, synthetic fabric improved. In the first quarter of imports from the U.S.-largest sin- 1956 the industry employed on the gle source of competition for Ca- average 14.900 persons but in the nadian mills — have declined from second quarter this figure dropped 18.1 million yeards to 17.3 million 500 to 14,400. This compares with

vards. This improvement, however, has 14,500 in the first and second quartbeen more than offset by higher ers of 1955. importations from countries other In an effort to boost sales, the Cathan the U.S.

nadian mills have been working In the first eight months, these hard toward diversifying plant fatotaled 15.8 million yards as against cilities and reduction of produc-13.7 million yards in the corres- tion costs.

ponding period last year. While im- It is estimated that this year the ports from continental Europe ac- synthetic textile industry, in all of count for most of this volume, the its branches, will have laid out soindustry reports Japan is becoming me \$17 million for capital projects.

To Create More Employment

ew Schedule issued by C.N.R. tute of Public Opinion, commony in a campaign aimed at creating called the Gallup poll. The one has to do with the opinion of the Canadian public about fluoridation of water, the other about the teaching of mathematical content of the time for redecoration, with the opinion of the teaching is and the time for redecoration, the time for redecoration and the time for redecoration. Your community is now engaged profit of the following new schedule results of both polls are significant. Alterations, repairs, maintenance work and renovation around your

to your advantage to have this work

3. Deliveries and service on ma-

5. If we create employment for

6. More employed workers means

more pay cheques, which in turn

Remember, if everybody works,

everybody benefits. Don't miss this

chance to help your community and

demand is not so heavy in the win-

many concerns. Here after the list gence of the average Canadian. We 1. You will save time - skilled as sent by the above-mentioned have talked so much about fluori- tradesmen and contractors are avaidation that it is unnecessary to add lable now to do your work without

ter.

a barrier which prevents the com- result in a saving to the community

munication of ideas essential to the in welfare costs — which in the end

the English-speaking that second means a more prosperous commu-

nity.

progress of civilization. At the mo- is a saving to you.

Capital Issues Free Cartage Limits at Dr'ville In the present issue of "Health' there appears the results of two poll carried out by the Canadian Insti-New Schedule issued by C.N.R. tute of Public Opinion, commonly

the Royal Canadian Navy came up as a stake to start with. from the "lower deck". Included in dores, two captains and 25 commanders.

2,332 officers in the regular force. Of these 686 started their careers er above a number of other buildon th "lower deck" as seaman or ings in the Ville Marie developthe equivalent in other branches. Perhaps best known, and someth- Aviation Building, the CNR's new ing of a legend, is Commodre Pa- Queen Elizabeth Hotel, a \$20,000,trick D. Budge, 50, of Toronto and 000 project; a \$14,000,000, 28-story Victoria, who is today Commodore CNR headquarters building and a RCN Barracks, Esquimalt, B.C. 13-story private office building. Commodore Budge entered the Toronto

came up through the ranks from ordinary seaman in the Royal Canadian Naval Volunteers Reserve in 1925. He is today the Chief of Staff to the Flag Officer Atlantic Coast. A surgeon captain, Timothy B. McLean, 46, of Edmonton and Victoria, Command Medical Officer to the Flag Officer Pacific Coast, has first hand knowledge of the life of an ordinary seaman. He spent his

first years in the Royal Canadian Naval Volunteer Reserve as one. Also included in the list of officers from the "lower deck" are 152 lieutenant commanders, 303 lieuteofficers.

In the Army

Living conditions in Laos, Indo-China, are "primitive but not intolerable", according to a Canadian Army officer serving there as a member of the Military Component, Canadian Delegation to the International Supervisory Commission. The officier, Captain Theodore Boldt, of Vancouver, has described his impressions of Laos in an article in the Canadian Gunner, an Army weekly newspaper published at Camp Shilo, Man

mosquito nets and Laotian sanitation is "at first slightly appaling" according to Captain Boldt, who continues: "After a week of briefing in Vi

entiane, it was my lot to be posted to the fixed team at Sam Neua located in the North East Communist province. Here the team lives in a French built bungalow, badly run down, in a Compound guarded by Pathet LAO Troops (Communist). The electrical, water and sewage systems have ceased to function and no effort is made to restore these functions The team here is entirely supplied by light aircraft which can only land on the primitive airstrip after the pigs and water buffalo have been removed.

"The team in Sam Neua consists of two Canadian, two Indian and two Polish oficers plus a number of various types of interpreters, Liaison Officers, Indian Signallers, and the French crew of the team helicopter.... The food and sanitation on my arrival was abominable but largely due to the efforts of the Poles and Canadians it is now vastly improved.

"Movement out of the Team Compound is not particularly restricted but it is a new experience to find oneself being 'tailed' by guards whenever one Ventures forth to vi-

it the village or surroundings". Captain Boldt flew to Indo-China for service with the Supervisory Commission last July. Prior to that he served at the Royal Canadian School of Artillery at Camp Shilo,

was used on 400 patients at Arthritis Clinic of St. Elisabeth Hospital He is excited about the possibithe impressive list are two commo- lities of Montreal, Newman writes. U.S. physicians reported in the O-"Montreal has a great void where hio State Medical Journal that in

urban construction is long past no group of patients did the new On August 31, 1956, there were due," he told the Maclean's writer. Zeckendorf's skyscraper will towment. They include the \$5,000,000 arthritis and non-specific arthritis. General degree of the drug's efficacy, Drs. M. M. Szugs, Vitalij Holonko, K.M. Forster, and Dario man and transferred to the RCN land, will receive a 99-year lease performance in such activities as

portunity to submit proposals for and stoop to touch floor." Also evadeveloping the balance of 23 acres luated were mobility of knee joints, finger swelling, and tenderness and

of land owned by the CNR. When completed, Newman points swelling in other affected joints. York's famous Rockfeller centre proach to the treatment of arthri- article points out, "but not only can and will make Montreal "one of the tis" which combines the traditional radiation kill people now living it meeting places of the world." pirin, with the advantages of mo- lions yet unborn.'

Let's Start On The Right Foot

nants and 202 commissioned branch If you're a motorist or a pedescylates alone.' trian, try this: For one week, be-

traffic, urges the Province of Quesuch cases is a recent development. for orthritis or bursitis). bec Safety League. If every driver and walker can do this for that dev tablet contains only 0.5 mg in Vet if every Canadian were to and walker can do this for that week — Canada's national Safe-Driving Week — and then repeat that pattern in the months to come, the tremendous slaughter on our highways can be impressively re-nimum of side effects." Rivard, Q.C., Chairman of the Can-

Life in Laos with its native beds, between December 1st and 7th. they have also begun to use another roentgens. This may well shorten through the shorten throw the sh adian Highway Safety Conference In an addendum to their report, ing a first child: "Her unborn child province has. In some shops child-

WESTERNERS, RCAF CAPTURE ALL ROADEO PRIZES

health and lives of many Canadians cure to the Town Limits), St. Aime lism, we are reminded of the sta-mer. in Youngstown, Ohio. A team of disting reacting to Side with Street, Jean de Brebeuf Street, tement of a famous man who said diation, according to Sidney Katz 4th Range Road, Lallemand Street, in effect that the man who has two in Maclean's magazine.

ment an use it on others.

preparation, Cordex-Forte, in which

the dosage of prednisolone is tripl-ed. On the basis of 100 trials with

The Arthrictic

mal side effects.

"In several Canadian cities lay- Street to Black River, St. Pierre tial for Canadian unity. It is desi-

cers appear. This may develop in- commencement. to cancer.

preparation fall to bring about no- reckless in handling radiation from St. Joseph Street, St. Michel Street, in addition to his native language long run means economy. Also, so-"fairly good" in rheumatoid arthri- X-Ray machines," Katz writes. "In 6th Avenue (produced), St. Alfred immediately begins to understand me firms offer discounts at this titis, and "good" to "very good" in every province legal control over Street, 16th Avenue, St. Frederic those who speak the other language. me of the year. those forms of the disease which their sale and use is lax. It's possi- Street, Sylvan Street (produced), What is equally important, this felthose forms of the disease which be for any layman, no matter how Marchand Street, Ringuet Street, low who speaks the other language deterials are more prompt because the terials are more prompt because the unqualified, to buy X-ray equip- Chasse Street to Cemetery, North begins to understand him. Boundray of Cemetery, St. Pierre A nnowledge of French is essen-

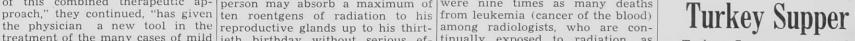
men with X-ray machines advertise Street, Cormier Street, Leclerc rable to make easier the spreading 4. If a home or place of business Zeckendorf, if his plans are ap-Nalagan wrote, was judged on the that they can painlessly and perma-Zeckendorf, if his plans are apzeckendori, it his plans are ap-proved by the CNR which owns the basis of observed improvement "in nently remove superfluous hair River, thence following Black Ri-from the foce arms and loce. They work the world The Focility remove are and loce arms are arms and loce arms and loce arms are arms and loce arms and loce arms are arms and loce arms are arms arms are arms are arms a from the face, arms and legs. They ver to 9th Avenue, Chemin du Golf, world. The English speaking have move in much earlier than if you man and transferred to the RCN land, will receive a 99-year lease performance in such activities as ability to button coat, comb hair, on about four and a half acres ability to button coat, comb hair, remove the hair as promised, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four and a half acres ability to button coat, comb hair, but on about four acres about to the comb of the com above tracks north of the CNR is shoe laces, open doors, walk, er finds the exposed part of her bo-station on which to build his sky-walk up steps, sit down and arise dy bacomes dry and itchy. The skin St. Erroris Diversity of the great Perfect. Consequently, there will be a financial saving in-Acting Commodore Howard L. Station on which to build his sky-Quinn, 47 of Vancouver and Halifax River, and River, and Halifax River, and River, and Halifax River, from the French. The barrier of

> Radiation is the "most serious pu- the child's life. Some scientists deout, the entire Ville Marie deve- Cordex, the physicians explained, blic-health problem that has ever mand that X-raying of unborn lopment will be larger than New represents "a new therapeutic ap- confronted mankind," the Maclean's children be outlawed."

> > a few treatments.

Excessive exposure to radiation, efficacy of salicylates, such as as- can maim, through inheritance, mil- also increases the danger of cancer, says the Maclean's writer. In one

Language is French dern hormone therapy. "The advent Scientists have Figured that a U.S. study it was found that there of this combined therapeutic ap- person may absorb a maximum of were nine times as many deaths proach," they continued, "has given ten roentgens of radiation to his from leukemia (cancer of the blood)



ment, that barrier can only be abo-

lished by the achieving of a second

language. In Canada certainly for

treatment of the many cases of mild ieth birthday without serious ef- tinually exposed to radiation, as help yourself. If you need iurther and moderate rheumatic diseases fects (you can get .7 roentgens there were among other physicians. Trinity United Church will take Turkey Supper sponsored by assistance or advice, get in touch not adequately controlled by sali- from an ordinary X-ray treatment If a person should receive as much place on Thursday December 6th with your regular business agent, for a limb; you'll absorb about five as 600 roentgens of radiation in his in the Church Hall. Sittings comor telephone the National Employ-While aspirin and other salicyla- roentgens in thirty years just from working life, his life might be mence at 5.30 p.m. Admission \$1.25 ment Service.

111th Avenue (including Blvd. Mer- comes to the question of bilingua- the busy months of the next sum Mr. Ferdinand Blais of Drummondville, who has just graduated in ar-

2. You could save money - when chitecture, devotes himself to his the old tracks of the Canadian Pa- languages becomes two men. The tradesmen are not too rushed they new career in Mr. N. Auder's of-"We appear to be dangerously cific Railway, St. Adolphe Street, man who speaks another language can do better work, which in the fice at 436 Lindsay, second floor of Marier Building.

Urged Knowledge of The Law

"Criminal - A person guilty of a wrong violation of the law". A hard-bitten definition, that, out of the cold, factual colums of the dictionary. It makes a criminal out of the motorists who drives 31 miles an hour in a 30-mph zone or 21 miles an hour over a level railroad crossing. Under the definition, Joe and Harry are both crilanguage as it has been called is workmen who are now idle, it will minals if they bet each other on who can drive to the Smith's place faster. They become liable to stiff fines, imprisonment and licence suspension.

> Enforcement of the law seldom hews that close to the line. But as the Canadian Highway Safety Conference points out, drivers as well as pedestrians should constantly be aware of the fact that there are laws governing highway movement and those laws can be, and frequently are, enforced to the latter. It may, says Canadian Highway Conference, seem to be so much bother to read the laws under which you drive or walk, but knowledge of them may save the driver and walker considerable anguish, embarrassment and trouble And a glimpse through them will undoubtedly give the average driver and pedestrian a surprise or two

Yours sincerely, E.R. Sicotte, Local Office Manager, National Employment Service.



Here above appears a photograph taken on November 23rd at the time of signing of the Collective Labour Agreement for the year 1957, between the Syndicate of Dennison Employees and Dennison Manufacturing Company of Canada, Limited. The people shown in the picture are : Front row, left to right: Jean-Marie Painchaud, President of the Syndicate; R. N. Ferguson, Director and Plant Manager of Dennison Manufacturing Company of Canada, Limited. Rear row, standing left to right: G. E. Connor, Production Manager of Dennison Manufacturing Company of Canada, Limited; Mr. Pierre Malenfant, Vice-President of the Syndicate; Mr. Gaston Carrier, Secretary-Treasurer of the Syndicate and Mr. A. B. Jones, Comptroller of Dennison Manufacturing Company of Canada, Limited. The main points included in the new contract are: 1. A 5% or 5c per hour minimum wage increase for the majority of hourly paid em-



Truck drivers from across Canada showed their skill at the annual roadeo in Toronto and when the dust settled and the last gear had meshed, Western Canada's and RCAF drivers were holding all of the prizes. Roadeo Queen Mary Catterawo of Ottawa handed out trophies

to: Gordon Smith, left, of Vancouver, winner of the tractor trailer competition; D. Kohn, Vancouver, second from right, tandem trailer winner, and E. Tkachyk, Calgary, right, straight driving. W. J. Russell, roadeo chairman, is congratulating Kohn.

The supremacy of spiritual law will be set forth at Christian Scien-ce services Sunday in the Lesson-Sermon entitled "God the Only

Cause and Creator.' Scriptural selections will include Paul's statement to the Galations (3.21): "Is the law then against the promises of God? God forbid: for if there had been a law given which could have given life, verily righteousness should have been by the law.'

Correlative passages to be read from "Science and Health with Key to the Scriptures' by Mary Bak er Eddy include the following (273: 21-24): "God never ordained a material law to annual the spiritual law. If there were such a material law, it would oppose the supremacy of Spirit, God, and impugn the wisdom of the creator."

The Golden Text is from Jere-miah (10:10, 12): "The Lord is the true God, he is the living God, and an everlasting king...He hath made the earth by his power, he hath established the world by his wisdom, and at stretched out the heavens by his discretion."

ginning December 1st, resolve to keep out of accidents, to stop tak-ing even the slightest chance in arthritis, therapy with hormones in gens from a series of treatments a wart, receive 1,500 roentgens in organist of the Eastern Townships

will render a program of Organ music during the evening. All welcome

se agents. This explains why treat- points out, the number of defective oroscopes in many stores." These ment with the new drug, according children born in futur might easily are considered such a serious melogical examinations of women hav- provinces to ban them. So far no

In addition to X-rays, Katz wri-

may be playing with death."

God, Only Cause **And Creator**



PAGE TWO

The DRUMMONDVILLE

"A Journal Dedicated to Free Speech" - FOUNDED 1926 -

lished Every Friday at 400 Heriot Street, D mondville, Quebec, by La Parole Limited.

SUBSCRIPTION RATES Canada, one year \$2.50 Canada, six months \$1.50 decision that you can make a left-turn in Foreign, one year \$3.50 Foreign, six months \$2.00 Authorized as second class matter by the Post Office Department, Ottawa.

To Live or to Die? Decide Now!

Most highway killings in Canada are who disregard what they know. They do panty-waists, double lines for nincomcaused by - and happen to - good drivers so, according to the Canadian Highway Safety Conference, on a sudden impulse to seize a hazardous opportunity.

There are countless tempting chances, as familiar to the motorist as his car's steering wheel. The Canadian Highway Safety Conference lists some of them :

The chance that the amber traffic light will not turn red before you get across . . The "me first" urge to pass everything in sight . . . The equally selfish notion to play "poor driver" for achange and go so slow that traffic piles up dangerously behind . . . The impulse to step on it in spite of ice spots on the road . . . The challenge of the beatable freight train approaching a crossing. . . The stop sign that's overcautious, and the other one that dares you, late at night, when almost certainly no one else will be on the road . . . The every morgue. temptation to see if you can't beat your best time on a familiar run...

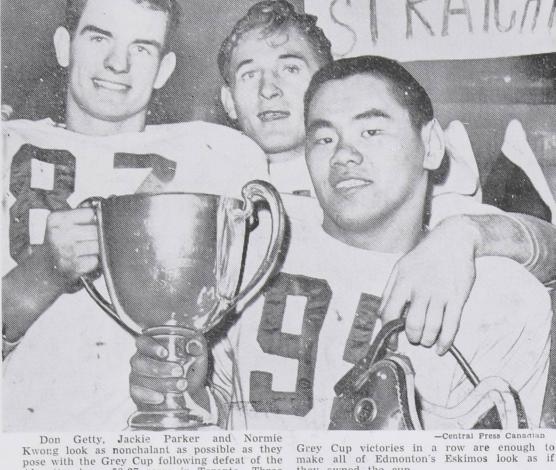
ger: "whassa matter? Can't this crate mo- Or use your head and live? You have only paid \$7,200,000 - half-a-million dolve? Or are you an old woman?" . . . The a split second to think. allure of the chance to pass on the right Make your decision ahead. This is on the year's operations of \$1,775,-940. Payments to shareholders we-... The idiocy of weaving in and out of your now, right in the instant you read re on the basis of \$1.60 a share, traffic . . . The hope that the stretch ahead, these words. blanked out by oncoming lights, has no pe- Now is your chance to live.

A SPECIAL MESSAGE TO CUSTOMERS OF THE B OF M

destrians, no pothole, no unlighted jalopy . The chance that suddenly erratic brakes wont grab again until after you get home. . . . The combination of shining wet road, worn tires and the belief that you can control a skid... The anger-born impulse to show the other driver he can't The Drummondville Spokesman is Printed and Pub- do that to you . . . The temptation to cut inside on a blind curve . . . The excitement of cutting through the thin slot between street-car and parked car . . . The time to beat the oncoming truck . . . The belief you can safely turn right, without signalling, from a left-hand lane . . . I-DRUMMONDVILLEFRIDAY, NOVEMBER 30th, 1956 gnoring a "slow-down" sign when you can see nothing to slow down for . . . Selfrighteous assurance that the other guy simply must realize you have the right of way . . . White lines on the road are for poops . . . Scare the driver ahead by riding his tail lights . . . That dirt road-shoulder is firm enough. . . You can pass all five cars ahead before that big tractor-trailer arrives . . . or the trailer can stop in time . "One for the road" and "You can't fly on one wing" . . . The insidious lure of that delicious comfort that begins to steal over you, driving at night. You should know it is the prelude to sleep, a sleep from which, perhaps, you will never awaken.

> Some of them look tame and stupid. They are usually so harmless that most of which is the personal savings of recent developments in Canada and importer of capital equipment, has us have tried them, one time or another. individuals. In this category, depo-sits at the year-end showed a subs-on the longer-run implications of world-wide tendency for the prices But even the mildest-seeming of them can tantial increase, standing at \$80 the acceptance by governments in of these products to rise. "At the be as deadly as a maniac with a gun and million above the 1955 figure. This many countries of responsibility for same time, however," says the B was largely affset by a reduction maintaining a high level of prosmost of them are renowned murderers in comercial deposits, reflecting perity, "to be accomplished", says Canadian economy has involved a with long records on the books of every the more rapid turn-over of corpo- the B of M, "by stimuatling, when heavy demand for goods and servipolice department in the country. And conditions.

When one faces you, suddenly, on the Earnings for the year, after pro- The rise in prices in the postwar Other observers, the review reroad, it commands "Now!" Take it or leave vision for taxes at \$7,795,000, a- period, the review continues, has veals, feel that fundamentally the The goading of an impatient passen-the back in the fast! Now is your chance. To die? es - leaving a balance of earning



WINNING GREY CUP IS HABIT ESKIMOS ENJOY MOST

THE DRUMMONDVILLE SPOKESMAN, DRUMMONDVILLE, FRIDAY, NOVEMBER 30, 1956

Alouettes by a 50-27 score in Toronto. Three they cwned the cup.

rate funds under existing business necessary, both capital investment ces that has strained the productiand consumer buying, and by sup- ve capacity of the nation and re-Earnings Show Increase .- porting or even raising prices in sulted in inflationary pressures at Shareholders' Return 5% some instances."

lars less than the bank paid in tax- trial raw materials, and as a major has out-run the supply available

PUBLIC NOTICE

compared with \$1.45 in 1955. PUBLIC NOTICE is hereby gi-With the balance of 1956 earnings ven that the undermentioned prices and wage rates, but such added to the balance of undivided LANDS and TENEMENTS have observers point out that, as producprofits from 1955 - plus a three- been seized, and will be sold at tive capacity eventually overtaken million-dollar transfer from tax- the respective times and places demand, the upward pressure on ARTHABASKA

ade a transfer of \$6,500,000 to Canada - Province of Quebec District of Arthabaska Superior Court, No. 11687

> housewife, wife judicially separate will be sought, and found, along of Drummondville, plaintiff; vs be avoiled, is a question that can-

three hundred and nineteen of of- awareness of these processes than ficial subdivisions of lot one hun- there wa as generation ago," the dred and forty-five (145-319) of the B of M concludes. "knowledge of cadastre of the township of Grant- how they work is by no means ham, county of Drummond; save complete, and until more is known d except the 64' N. W. of said there is a danger in drawing, and belonging to R. Verville". depending upon, any conclusions To be sold at the door of the Pa- as to the long-run trend of prices

FELIX HOULE,

Sheriff's Office,

The sponsors of Safe-Driving Week, the Canadian Safety Con

aid reserves — the bank had a ba- mentioned below. **Bank of Montreal** ce at the end of its fiscal year, and Can. Life rest account, or reserve fund, aving the final figure of undivid-Dame CORDELIA THIBODEAU, or whether an intermediate path ed profits at \$410,155. n loans and personal savings, the count stands at \$98,500,000, and, of Drummer duille ale title which extreme price swings will Bank of Montreal's annual state- with paid-up capital of \$45,000,000 LUCIEN RUEL, of St. Cyrille de not be answered at the present timent, for the year ended October and the balance of undivided pro-Wendover, district of Arthabaska, me", states the review. "The long-I, just issued, provides graphic fits of \$410,155, B of M sharehold- Defendant, and Leo Lemire, acting term movement of prices is but o-

idence of the large part which ers' funds now total \$143,910,155. in his capacity of curator to the ne aspect of the complex subject this 139-year-old institution plays On the basis of these funds, the surrender. in the financial life of the country, shareholders received a return on "A piece of land with buildings mand and the forces of economic according to the B of M's local ma- their investment of five per cent. erected thereon bearing number growth. While there is a greater ----

the B of M's shareholders' funds had been substantially enlarged by Prices Higher

ntly lower figure — \$2,783 mil- MONTREAL — The Bank o ion compared with \$2,796 million Montreal Business Review, issued de Drummondville, the in 1955. Quickly available resour- today, warns against the danger in day of December 1956, at Three ces, at \$1,427 million, represent 54 drawing, and depending upon, any o'clock in the afternoon per cent of all public liabilities. To meet the heavy demand for of rising from the tendencies of the

loans, the bank made a substantial past two years. eduction in its investment portfo- While far from belittling the im- Arthabaska, November 7, 1956. lio. Government and other public securities, not exceeding market points out that "the long-term movalue, stand at \$916 million — a vement of prices is but one aspect traction of \$298 million from of the complex subject of the interaction of supply and demand and

the forces of economic growth." The review says that, while the-Total rose by \$325 million to re is a greater awareness of these reach the record figure of \$1,383 processes than there was a generamillion, representing an increase of tion ago, knowledge of how they 30 per cent, indicating clearly the work is "by no means com large share which the bank took Entitled "Prices on the Move n meeting the financial needs of the November B of M points out the business and agricultural acti- that the consumer price index, vity of the country. The enlarge- which has climbed 2.5 per cent in pent in loans is to be seen in all the past year, has shown a tenden tegories, with the amount of cy to rise mainly in three of its N.H.A. mortage loans increasing no major components, namely shelter, ess than 100 per cent since 1955. food and sundry goods and services.

Opposing views ged from the 1955 level, which was There is a large body of opinion the highest in the bank's history at that there may be a long-term up-\$2,591 million. The 1956 figure is ward trend of prices, says the re \$2,589 million, more than half of view. This viewpoint is based on

Total deposits are almost unchan-

the 1955 level.

Joan Fairfax, singing star of "The Denny Vaughan Show", is a charming and attractive television personality, in addition to being a taented artist, as this recent photograph demonstrate



the <u>new CROWN & ANCHOR Lager Beer</u>

happy to tell you how we made our new brew kettle. Then we made a change of 'Crown' milder, smoother, lighter to the taste, just a few vital minutes in the timing of Call for a sparkling clear and brilliant to the eye! the brewing processes. Finally, we forced "We introduced a new pure yeast this new Molson's brew through thousands "CROWN strain - imported from Copenhagen - of layers of filtering material to remove to make the beer more mellow. And we any haze and impart brilliance. lengthened the ageing period.

variation in the proportions of malt, hops a glass of Molson's new Crown & Anchor!"



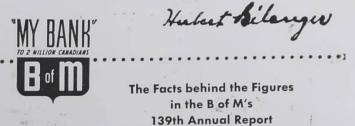
Hubert Belanger, Manager Drummondville Branch Bank of Montreal

Every time I read one of my bank's annual reports I am reminded of the days when I was a junior with the Bank in a town very much like this. The branch manager had that wonderful knack of seeing things from more than one point of view. He could take the Bank's annual report, and show how it tied in with the day-to-day business of our own branch and of our community.

"Conditions here on Main Street," he would say, "are reflected in the overall picture of the country's prosperity, because, after all's said and done, Canada is the sum-total of hundreds of Main Streets like this."

and that includes all of us in this bank - are the same kind of people - multiplied over and over - who set the patterns of our progress clear across the country."

So it is with the Bank of Montreal's 139th annual report, for the year ended October 31st, 1956. It's a mirror of Main Street. While the report deals with billions of dollars, reflecting conditions in the country as a whole, its figures mirror the progress of B of M branches just like mine and the prosperity of the towns they serve from coast to coast.



DEPOSITS amount to \$2,589,031,509, well over half of which is the personal savings of Canadians in all walks of life. The remainder is money deposited by business firms, institutions and governments. The bulk of this money is hard at work in the

form of loans to people and businesses of all types. LOANS, at \$1,383,079,003, establish a new record. The B of M's loans in Canada — the highest in its history — are helping every branch of the Canadian economy to prosper. Large and small, they have been made to business and industrial enterprises of all kinds - to farmers, fishermen, oilmen, miners, lumbermen and ranchers - to citizens of every calling, to provincial and

municipal governments and school districts. INVESTMENTS in high-grade government bonds amounted to \$697,652,544. This money helped to finance many important government projects, designed for everyone's benefit. Other securities held by the Bank - which include a diversified list of high-quality short-term industrial issues - brought total investments to \$916,113,032.



WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

of Main Street"

nager, Hubert Belanger. At the same time, he said the

the addition of \$6,500,000 to the rest

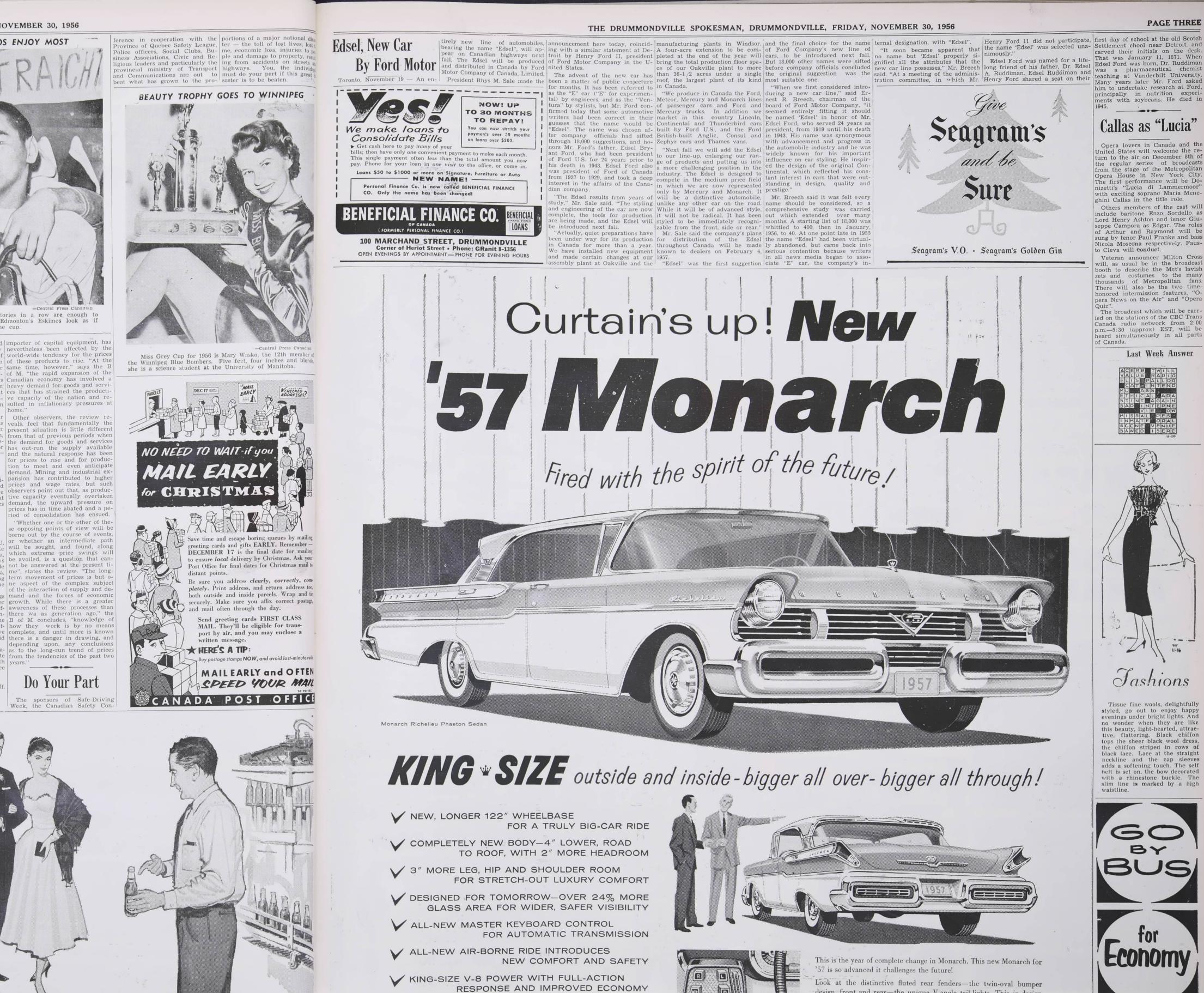
resources, however, are at a

account or reserve fund. Earnings,

Loan in All Categories

Show Increase

likewise, increased moderately.



V TWO SERIES OF FINE CARS-

ON DISPLAY

620 Lindsay St.

LUXURIOUS RICHELIEU AND LUCERNE

NOW

<u>Brewer</u> tells party-goers <u>why</u> they'll enjoy

"Glad you dropped in, folks. Sure I'm and other ingredients that go into the

"All *slight* changes, sure — but man, "We made a *slight* — but important — did they make a difference! Let's all enjoy

today

"When we first considered intro-

zable from the front, side or rear." whittled to 400, then in January in all news media began to asso

Jure

Seagram's V.O. · Seagram's Golden Gin

tration committee, in which Mr. Henry Ford shared a seat on their

teaching at Vanderbilt University Many years later Mr. Ford asked him to undertake research at Ford, orincipally in nutrition experiments with soybeans. He died in

PAGE THREE

Callas as "Lucia

Opera lovers in Canada and the United States will welcome the re turn to the air on December 8th of the regular series of broadcasts from the stage of the Metropolitan Opera House in New York City. The first performance will be Do nizetti's "Lucia di Lammermoor' with exciting sopranc Maria Meneghini Callas in the title role.

Others members of the cast will include baritone Enzo Sordello as Lord Henry Ashton and tenor Giuseppe Campora as Edgar. The roles of Arthur and Raymond will be sung by tenor Paul Franke and bass Nicola Moscona respectively. Fausto Cleva will conduct.

Veteran announcer Milion Cross will, as usual be in the broadcast booth to describe the Met's lavish sets and costumes to the many thousands of Metropolitan fans There will also be the two timenored intermission features, "Opera News on the Air" and "Opera

The broadcast which will be carried on the stations of the CBC Trans Canada radio network from 2:00 p.m.-5:30 (approx) EST, will be heard simultaneously in all parts

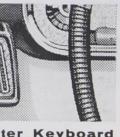




Tissue fine wools, delightfully styled, go out to enjoy happy evenings under bright lights. And no wonder when they are like this beauty, light-hearted, attractive, flattering. Black chiffon tops the sheer black wool dress, the chiffon striped in rows of black lace. Lace at the straight neckline and the cap sleeves adds a softening touch. The self belt is set on, the bow decorated with a rhinestone buckle. The slim line is marked by a high





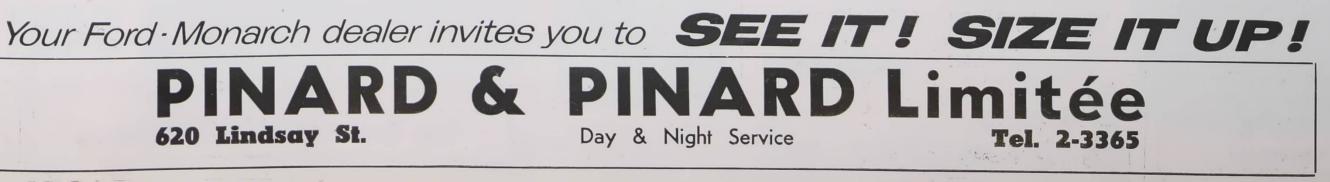


All-New Master Keyboard Control for automatic lects neutral and starts engine (N/S)-selects drive (D), low (L), reverse (R) for the smoothest, liveliest automatic driving ever devised. Keys are illuminated at night. Separate brake release bar glows red until released. Only Master Keyboard Control does so much.

This is the year of complete change in Monarch. This new Monarch for '57 is so advanced it challenges the future! Look at the distinctive fluted rear fenders-the twin-oval bumper design, front and rear-the unique V-angle tail-lights. This is design

for tomorrow, blazing a new trail for other fine cars to follow. This is a new calibre of Monarch, the longest, widest, most spacious Monarch of all-time, built on a new frame of revolutionary design. Here's the first "air-borne" ride with new front suspension mounted on resilient rubber cushions. And Monarch's new 312 cu. in. V-8 with 9.75

to 1 compression ratio introduces new acceleration magic-new fuel economy. Yes, the '57 Monarch is all new-and bumper to bumper, road to roof it's fired with the spirit of the future! Comesee for yourself! (Certain features illustrated or mentioned are "Standard" on some models, optional at extra cost on others.)



PAGE FOUR

St. Laurent...

(Ccontinued from last week) tablished.

matter and concluded that the sco- and in French, "Le Musee de pe and functions of the National l'Homme du Canada" - will portray order to strengthen our national vities of man in the Canadian envilife. As a result, two Museums ronment. This Museum wil also

YOUNG MEN



SGT DICK

the Drill Hall, 250 St. Louis St., Canadian Army.

Museum of Natural History". It will take over and expand research into the natural sciences and the natural science exhibitions of the that an historical museum be es- existing Museum. The second one - to be called in English the "Can-The government examined this adian Museum of Human History' Musemum should be broadened in the development, history and acti-

will be created in the near future. One will be called the "Canadian Both new Museums will have a challenging role; it wil be to portray the natural and human resources of the whole Canadian ation as it develops and moves forward. The public will be able to see these por-

trayals in central museums and by exhibits travelling across the country; in this way our people may get a better understanding of the factors which affect materially and spiritually the development of every sector of the nation.

The Royal Commission also recommended that annual grants be offered to support the work of the universities on the basis of the population of each of the provinces and, within each province, to each university in proportion to the student enrolment. These grants were provided by Parliament in 1951 and each year since on the basis of 50 cents per capita.

I have already explained why the ederal government had the right to offer such assistance. I feel that it s not only its right but its duty to lo so. It is now widely known that all Canadian universities are gong through financial difficulties which prevent their adequate de-

velopment. They need new accomof the Canadian Army will be at modation and new facilities very badly, and university teachers are

not adequately paid for their most Drummondville, Tel. 2-2714, Mon- valuable services. Moreover, our ranks of the armed forces. day to Friday of every week, universities can rightly claim that from 9 a.m. to 6 p.m. Young men they render essential services to the

PAUL H. MOISAN NOTARY 209 Heriot St. Tel. GR 8-1828 Drummondville





A renewed labour contract - providing for substantial increases in wage rates and other benefits - has just been signed in the Maisonneuve Room of Labatt's Brewery Limited at Ville LaSalle, Que. From left to right: K. D. McNamara, Plant Manager; R. Goedike, Representative of the International Union; G. J. Valiquette, Personnel Manager, and E. Gariepy, President, Local 313, Montreal, Quebec and International Union of United Brewery, Flour, Cereal, Soft Drink and Distillery Workers of America.

cruiting grounds for a great num- community in order that he may first step towards encroachment on channels will now be provided to ber of positions in the federal ci- understand and appreciate its hu- the exclusive jurisdiction of provinvil service and in the commissioned man problem in the light of his own cial legislatures in the field of eduexperience. He should really feel cation. It was also feared in certain Rather than providing financial that he is the same kind of a Can- circles that the Federal government share

assistance to universities, the fede- adian as those whose community might interfere with the freedom are cordially invited to inquire into nation as a whole and to the Canadian government in particular. As ple might suggest, set up its own would not be wel fitted for that not our intention nor th eintention dience such as this, if I were to sit the universities are now the re- vants. Some other countries have the community and from the other could happen.

service colleges which provide per- the period of his training. sonnel for the commissioned ranks

of the armed forces

and therefore the Canadian taxrious reason. If we want to pre-

serve our democratic way of life, and if we want to prevent the public service from becoming a bureaucracy, it is essential that the public servant should be drawn from and well integrated into the



Drummondville. With \$18. and so- so do my colleagues. me dispositions for the sale, you Christmas gifts. Advantageous com- ed.

the opportunities available in the the Massey Commission pointed out, colleges to train future public ser- role if he were to be isolated from of Parliament nor do I think it down without some sort of peroration, you might feel I had entidone so, and we in Canada have students of his generation during In order to dissipate these fears rely forgotten what I was taught and to make it abundantly clear in college about the proper struc-

I have visited some countries that we do not intend to tamper ture of short speechs where the personnel of the govern- with the freedom of any individual So I drafter a short peroration The setting up of colleges would ment and of the civil service cons- institution, we are proposing to and I feel I should inflict that too

undoubtedly cost the government, titute a class regarded as somewhat hand over the monies voted by upon you. Here it is. above the hoi polloi of the general Parliament each year for that purpayers more money than would the public. I think our brand of demo- pose to the National Conference of vinced that these proposals will provision of reasonable assistance cratic institutions is better suited Canadian Universities which would contribute to the filling of a gap universities for their services. to our way of living and I hope divide it up and distribute it. In in our national way of life and will Moreover, that course would be that brand will long continue to be this way, the Federal government help to solve "Canada's crisis in preferred to any ivory tower set would have no contact with any higher education' up

individual institution. We think I have already indicated that in And I wish to add that I have no that this system will prove a suf- our view our cultural progress has intention of posing as a benefactor ficient guarantee for all our uni- lagged behind our industrial deveof our universities and other cul- versities which should be complet- lopment. We are not, however, the tural organizations. I happen to ely free from any kind of interfer- only country to suffer from that be the head of a government that ence. If the N. C.C.U. decides to imbalance. The French philosopher does not manufacture the money assume this new responsibility, we Henri Bergson, in 1932, noted the

it spends. It digs down in the poc- will ask for authority to enter into same disequilibrium throughout the kets of all Canadian taxpayers to an agreement with the Conference whole world and I think some lines get it, and we of the government in order to carry out this arrange- of his analysis are worth quoting: are merely trustees on behalf of ment. "In endowing us with an intel all those Canadian taxpayers. The propose to hand over the mo-proposals I am putting forward, I ney to the N.C.C.U. to be allocated live, Nature has really prepared us

look upon as a good sound invest- as if all eligible institutions were for an extension of our capacities. AGENTS WANTED for the sity of ment of the taxpayers' money and to accept their share of the total But machines run by oil, coal and amount. If any one of them should electricity, converting into motion My colleagues and I feel that the feel that it cannot accept this assis- potential energy accumulated over

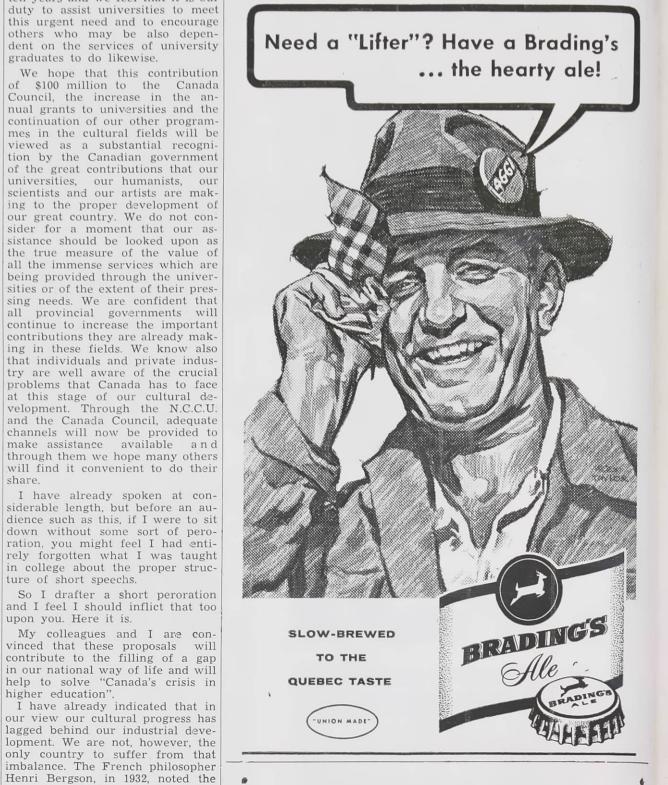
can assure yourself an income of annual federal grants to universi- tance for the time being, we would millions of years, have given to \$50. - \$75. per weeek and even mo- ties should be continued and in- propose to provide in our agree- our area an extension so vast and re. 225 guaranteed products: Toi- creased and we are prepared to re- ment with the N.C.C.U. that the a power so formidable, so disproletries, Medicines, Culinaries, Tea, commend to Parliament at the next money allocated to that institution portionate to its size and strength, Coffee. Complete assortment of regular session that they be doubl- be held in trust for it until it sees that surely nothing of this kind fit to ask for it. In this way, no had been provided for in the struc-

mission. JITO: Dept. F - 5130 St. As you know, according to the institution would be penalized in ture of our species . . . present formula, these grants are the future for a previous refusal of this body distributed by the Federal govern- the grants, and there would be no proportion, the soul remains what AN OPPORTUNITY in a life time ment directly to individual univer- unjust discrimination against any it was, too small now to fill the - for ambitious salesman wish- stiles recognized as such by the group of taxpayers in Canada in body, too feeble to control it. Hence the gap between them; hence You will also recall that the Mas- the formidable problems in the sointernational tails to Familex, Dept. G, Station cepted for the first year only, be- portant recommendation with re- spheres, problems which are many gard to the establishment of a Can- manifestations of that gap and ada Council for the Arts, Humani- which give rise today to so many ties and Social Sciences. According disorganized and ineffectual efforts to that recommendation, the func- at solutions . . . the overgrown botions of the Council would be to dy awaits an extension of the soul." stimulate and to help voluntary or- I think you will agree that inganizations in the fields of the arts, deed, the world today needs abunthe humanities and the social sci- dant sources of intellectual and moences, to devise and administer a ral energies. Canada wants to be system of scholarships in these one of those sources, and it has alfields, to foster Canada's cultural ready begun to be one of those relations abroad and to perform the sources in several international orfunctions of a national commission ganizations. With that purpose in for UNECO. mind, we must further develop and My colleagues and I have con- enrich our own national soul; we sidered this proposal very careful- must achieve in our country that ly — some of our critics would broader outlook and that deeper even say that we have studied it insight into the things of the mind for too long - and we are now pre- which will enable us better to deal pared to recommend the creation with the problems of the present. of the Canada Council to Parlia- And that requires us to take into ment at its next regular session. account the experiences — yes We want this Council to be as even the mistakes - of past geindependent as possible from the nerations since the beginning of government. We are in favour of man's social development. We must government support for the arts, acquire a better appreciation of the humanities and the social sciences but without government control. Moreover, we expect that, if the Council is constituted as an independent body, private individuals and industries will be disposed to make contributions to the financing of its activities because they also have responsibilities in this field. In order to achieve this objective, we will ask Parliament to approve an endowment of \$50 million for the Council in order to enable it to finance its activities from the annual income to be derived from the investment of that capital. We would also propose to add another function to those envisaged by the Massey Commission for the Council. It would consist of making capital grants to universities in Canada equal to 50 per cent of the cost of specific building or capital equipment projects, with appropriate regard to the popula-

ten years and we feel that it is our duty to assist universities to meet this urgent need and to encourage others who may be also dependent on the services of university graduates to do likewise.

We hope that this contribution of \$100 million to the Canada Council, the increase in the annual grants to universities and the continuation of our other programmes in the cultural fields will be viewed as a substantial recognition by the Canadian government of the great contributions that our universities, our humanists, our scientists and our artists are making to the proper development of our great country. We do not consider for a moment that our assistance should be looked upon as the true measure of the value of all the immense services which are being provided through the universities or of the extent of their pressing needs. We are confident that all provincial governments will continue to increase the important contributions they are already making in these fields. We know also that individuals and private industry are well aware of the crucial problems that Canada has to face at this stage of our cultural development. Through the N.C.C.U. and the Canada Council, adequate make assistance available and through them we hope many others will find it convenient to do their

tion of each province. For that pur- the dazzling possibilities for future rial things, however useful those pose, we would recommend an- generations when the practice of things may be to satisfy the needs other appropriation of \$50 million the fundamental principle of good of the material side of our human to be given to the Council and to human relations, "love thy neigh- nature. If we diligently seek the be thus distributed by it over a pe- bour as htyself" will be regarded development of the nobler side of riod of ten years. According to re- not only as a command to be obey- our human nature, may we not ho liable forecasts, it is estimated that ed but rather as a privilege to be pe, like he who really seeks the our universities will have to devo- enjoyez and to be treasured beyond kingdom of his Sovereign Lord and te more than \$350 million to ca- the importance attached to the pos- His justice, that all those material pital expenditures during the next session and control of mere mate- things shall be added unto us.





One of the best ways to encourage good sound sleep

is to have a good sound bank balance. Regular savings can make life a lot pleasanter in a hundred and one other ways. You may want the down payment on a home of your own, a TV set or a car ... perhaps the children's education is on your mind or a leisurely retirement someday. Whatever it is that you want or need, you have to learn the secret of putting something by regularly. Pay by pay you store away the money except in emergencies till you reach your savings goal-then you start saving for the next one. Why not open a Savings Account with us today?

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

CASH 6 12 15 20 24 \$100 \$17.85 \$9.46 \$7.78 19.46 19.46 400 71.41 37.82 31.13 36.45 \$31.45 600 106.95 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 U CAN MAKE EVEN-DOLLAR PAYMENTS AT NIAGARA (FEW EXAMPTI AND YOU F 575.5 12 months at \$12,03 01 GET AND YOU F 114.50 88.85 75.90 02 GET AND YOU F 12 months at \$19.35 20 months at \$19.35 12 months at \$19.35 19.35 20 15 months at \$19.35 20 months at \$19.35 14 months at \$10.35 LOANS \$1500 OR LESS LIFE INSURED AT NO EXTRA COST TO YOU Interval Interval 15 DEAMS \$1500 OR LESS LIFE INSURED A	YOU GET	MONTHLY PAYMENTS				
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AND YOU P 05.75	1500	266.05	139.80	114.50	88.85	75.90
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