



IN THE ARMY

Normal employment for Canadian soldiers doesn't include acting as artists' models in New York. But for S-Sgt. Bill Howarth of Ottawa it's all in the line of duty.

It all started when the Canadian Consul General in New York, H. G. Norman, advised Army Headquarters that a New York artist needed a model for a Second World War infantry soldier for a mural depicting a wartime scene. The mural, one of four covering various episodes in President Eisenhower's military career, is to be part of the Eisenhower Memorial Foundation in Abilene, Kan.

Selected as the model, S-Sgt. Howarth was immediately despatched to the private studio of Mr. Louis Bouche, located in Greenwich Village, N.Y., and there he donned the appropriate uniform and equipment and commenced to pose.

Sittings for the mural took more than 12 hours and according to S-Sgt. Howarth, it was no easy task. "I had to hold a pose for 15 to 20 minutes without moving a muscle," he said. "To do this for a few hours at a time was not only tiring but I developed some good cracks in the neck." He added, "Now, I have some idea how the Guards outside Buckingham Palace must feel after a stretch of guard duty."

S-Sgt. Howarth's patience and steadiness paid off, for Mr. Louis Bouche claimed that Howarth's figure was one of the best in the mural.

IN THE RCAF

The RCAF is saying farewell to two of its one-time first-line fighters, the piston-engined Mustang and the jet Vampire. Air Force Headquarters announced that the final holdings of the two fighters, with the exception of one aircraft of each type, are being declared surplus to Crown Assets Disposal Corporation.

The RCAF held, at the time of the disposal action, 88 Mustangs and 29 Vampires. Of the Mustangs and all of the Vampires were in the strength of the Auxiliary.

The two aircraft being retained by the RCAF will be flown from RCAF Station Sea Island, Vancouver, to Lethbridge, Alta., where they will be stored.

Both fighters have successful records of service with the RCAF, the Mustang during and following the Second World War, and the Vampire during the last eight years.

The Mustang was developed in 1940 by North American Aviation Incorporated in the United States, for the RAF, and production got under way in 1941. It proved to be a sound design, and in addition to its service with the RAF was widely flown by the American air forces in varying roles, including long range fighter escort for daylight bombers.

The fighter enjoyed a long period of usefulness, and was flown operationally by USAF squadrons during the action in Korea.

Five RCAF squadrons flew the Mustang out of UK and Continental bases during the Second World War on photo-reconnaissance and day fighter operations. During the post-war years the Mustang was flown by the RCAF as a trainer and also as an operational fighter before and during the build up of Vampire and Sabre-equipped squadrons. Its major post-war RCAF service, however, has been with various Auxiliary squadrons.

The Mustang's armament consists of six .50 inch machine guns. Provision is made for two 1000-lb bombs to be carried, and the aircraft can also carry rockets. Top speed of the Mustang is close to 500 mph and it has a service ceiling of 35,000 feet. The aircraft's range can be extended to more than 2000 miles with extra fuel tanks.

Vampire, a product of De Havilland Aircraft Company in the UK, first flew in 1943. A later version of the Vampire came into RCAF service in January, 1948, and the RCAF's first jet squadron, No. 410, formed in December of the same year, equipped with Vampires.

The Vampire served as the RCAF's first-line day fighter until 1951, when Regular Force fighter squadrons began re-equipping and forming with the newer Sabre. Like the Mustang, the Vampires were then turned over to the Auxiliary. The Vampire largely served to acquaint not only RCAF personnel, but Canadians in general, with jet aircraft. Extremely manoeuvrable, and graceful in flight, it quickly became a pilot's favourite because of the handling qualities.

The Vampire Mk 3, flown by the RCAF, has a service ceiling of 45,000 ft. and a maximum speed of 530 mph at 30,000 ft. It is armed with four 20mm cannon.

IN THE NAVY

Inter-service cooperation was strikingly portrayed recently when the Royal Canadian Navy's helicopter squadron HS-50 teamed up with RCAF helicopters in the vital supply mission to the Mid-Canada Line.

When, two months later and after hauling hundreds of tons of material and passengers, HS-50 turned over its six helicopters and duties to HU-21, utility helicopter squadron from HMCS Shearwater, the Chief of the Air Staff, Air Marshal C. R. Slemmon, sent a message of high praise for the work accomplished by the naval unit.

"The participation of HS-50 in the Mid-Canada airlift over the past two months is most sincerely appreciated," he said in a message to Rear Admiral R. E. S. Bidwell, Flag Officer Atlantic Coast, under whose command the squadron is based.

In his message, Air Marshal Slemmon added, "The headiness of the RCN to assist in this vital project, coupled with the keen interest and resourcefulness displayed by all RCN personnel connected with the operation, is an outstanding example of inter-service cooperation."

The message concluded, "I realize that this commitment was undertaken at considerable inconvenience to your personnel and to your various programs."

HS-50's record for the operations from September 24 until its withdrawal on November 12 was: 1,068.4 hours flying time; 1,018 passengers

VOL. XXVIII — No. 36

Journal Dedicated To Free Speech
DRUMMONDVILLE, FRIDAY, DECEMBER 7th, 1956

Quebec Textiles Are a Link With Early Days



The appointment of Les Morrow to the information and public relations department of Molson's Brewery Limited, effective December 1, is announced. Mr. Morrow was associated for several years with the editorial department of The Montreal Herald as a columnist writing on outdoor life. For the past year he has been in charge of press relations for the ammunition, explosives and plastics division of Canadian Industries Limited.

PUNITIVE TAXATION

At the beginning of this century the upper limits of taxation were from ten to fifteen percent. Scales of taxation now exceed ninety percent of income. At the beginning of the century the problem was one of allocating a given tax burden among the various classes of society. Now there is general recognition that progressive taxation is due to a policy designed to produce a reduction of income inequalities. This it is hoped to bring about by flattening the top of the income pyramid.

In the United Kingdom only about 10 1/2 percent of the total income over £15 a year lies in the slice above £1,000. In the United States the sum of all incomes of \$10,000 and more amounted in 1952 to only 17 percent of the total of adjusted gross income. Thus the financial yield from progressive taxation is relatively small. Accordingly, there is no fiscal necessity for progressive taxation on the present scale. The present rates are designedly punitive.

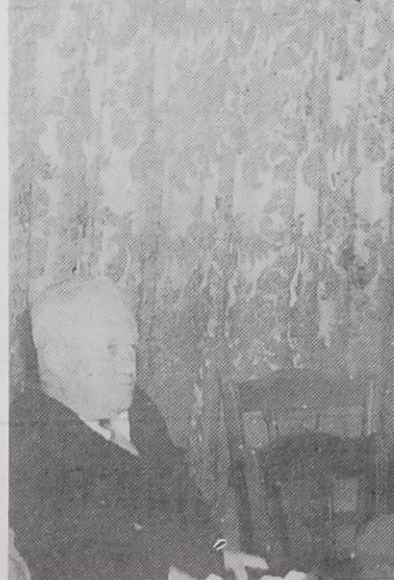
In Britain the "levelling-down" process has gone farther than in Canada or in the U.S.A. In 1918 the U.K. Government decided that nobody earning more than £2,000 a year should be allowed really to benefit from his superior skill. A crippling surtax was imposed on all incomes above that level. Here is appropriate comment by "The Recorder" of London: "All successive Governments have upheld this principle. But the burden has become steadily heavier because in the intervening years the purchasing power of the pound has dropped so much that, by 1918 standards, £2,000 is today worth less than £600. We can no longer afford this outdated, oppressive system of levelling-down. There is no substitute for incentives."

Professor F.A. Hayek, in the book of essays "Freedom and Free Enterprise", edited by Mary Sennholz (Van Nostrand), suggests a solution of this problem which would modify existing injustice. Here is Professor Hayek's recommendation—"The most reasonable limit would seem to be that the maximum admissible rate of direct taxation be fixed at the proportion of the national income which the government takes in taxation, so that, if the government took 30 percent of the national income, 30 percent would also be the maximum rate of direct taxation. If a national emergency raised this proportion, the maximum tax rate would also be raised and similarly be automatically reduced when the over-all tax burden was reduced."

By abandoning the principle of punitive taxation of higher incomes an important stimulus would be imparted to fresh investment and to the general development of enterprise especially in Canada.

(The Outlook).

transported; 75,965 pounds of baggage and 1,875,212 pounds of freight transported, and a total of 17,675.93 ton-miles flown.



The Hon. W. M. Cottingham, Minister of Mines, delivering his speech last Monday, at Manoir Drummond, to the members of the Drummondville Chamber of Commerce.

Mineral Production is Speeding Up

Says Hon. W. M. Cottingham, Minister of Mines, Before the Members of the Drummondville Chamber of Commerce

The Hon. W.M. Cottingham, Minister of Mines in Duplessis Cabinet was the guest speaker last Monday before the members of the Drummondville Chamber of Commerce at Manoir Drummond. More than 150 members attended the lunch presided over by Mr. Haggerty, the group president. Mr. Cottingham was presented by M.P. Robert Bernard and thanked by Mr. Paul H. Frigon, mayor of Drummondville West. Mayor Marcel Marier of Drummondville also added some words.

Naturally, Hon. Cottingham talked about matters he is dealing with: Mines. Hereafter a summary of his speech:

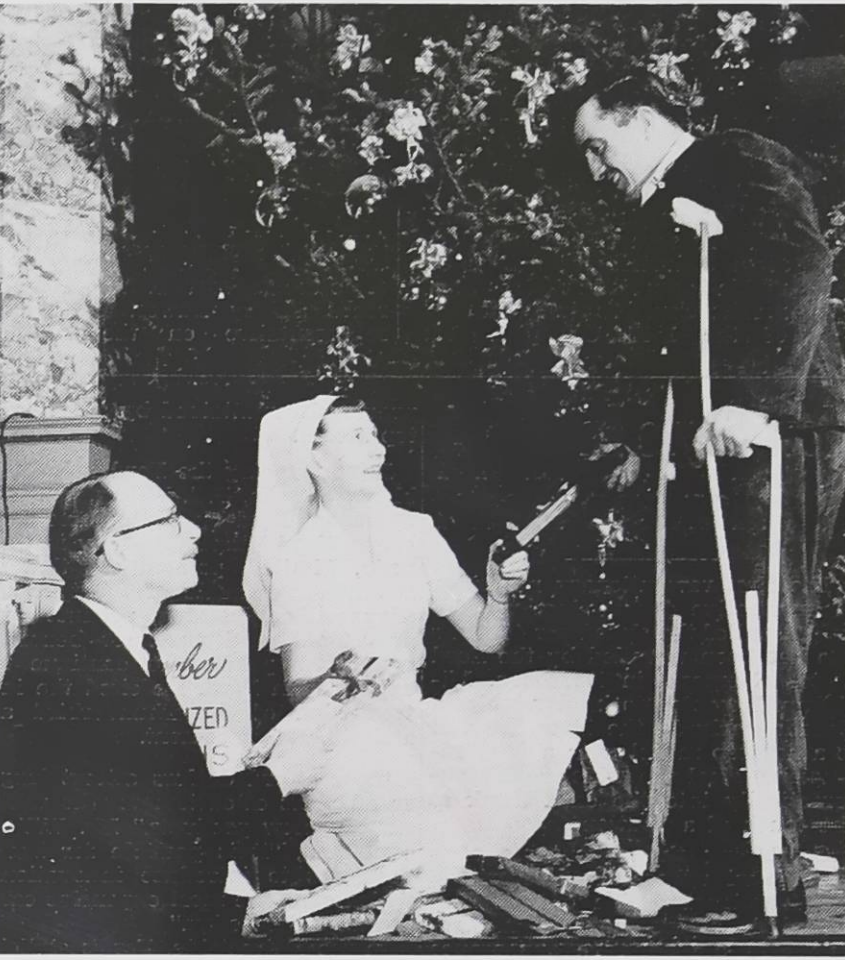
Mr. Chairman, Gentlemen, It gives me great pleasure to be able to say now that the total value of the Quebec mineral production will reach, by the end of the year, the unprecedented height of \$440 millions. In other words, it will be about \$60 millions more than last year, for in 1955 it amounted to \$380 millions. As a matter of fact, this year will break all past records and will beat our most conservative estimates. Look back twenty-five years to the time when the first mineral ore was extracted in the Abitibi region; the annual production was then estimated at about \$40 millions; this year it will be estimated at about \$440 million, perhaps even greater by \$10 million. Our provincial mining industry has made such tremendous strides, during the last five years especially, that it has greatly contributed to the general industrialization of the Province.

Such spectacular leaps in our mineral output would never have been realized without a considerable increase in manpower and in capital investments, without the able leadership of a large body of businessmen and engineers, all this being backed by a sound government attitude towards industry. The number of people employed in our mining industry is at least three times higher than what it was in 1930; today about 45,000 people are busy, in one way or another, working in close cooperation with the gigantic development of our natural resources. Their earnings have increased to such an extent that they are well over \$80 millions today, where as they were about \$13 millions in the 1930's. Prospectors, engineers, business people and government authorities, all work together with the mining community for the economic development of the whole Province; they plan, look ahead, interest Canadian and foreign capital, open new areas which soon become model cities emerging from wilderness.

I would like here to recall what the Prime Minister of Quebec said at La Tuque, on the 15th of September last, at the official opening of the new Canadian International Paper Company paper mill: "State control of industry stifles private initiative and tends to paralyze the full expansion of a country's economy. This cordial relations between the Canadian International Paper Company and its employees should serve as an example to other groups in Quebec. Both employees and employers have their rights, but both have their obligations as well. Cooperation is not a one way street. As long as each party fully realizes its responsibilities and meets its end of the bargain, the whole community in which they operate will benefit and prosper. There are some who believe, the State should control everything. That is not the kind of system we want in Quebec and it is not the kind of system which will be tolerated by the present Government."

That emphatic statement and warning made by Mr. Duplessis means that economic freedom will always be encouraged and safeguarded by the Government in Quebec. Three days after the Prime Minister's declaration at La Tuque, N.R. Crump, President of the C.P.R., said in Quebec City, at the Annual Meeting of the Treasury Division of the Association of American Railroads:

"American investment dollars reflect confidence in the Canadian economy. Not only are they making a significant contribution to Canada's economic growth but they are a vote of confidence in the stability of Canadian political institutions and in the managerial prudence



Gifts from the Eastern Townships were among the first parcels brought to the Veterans Christmas Tree at J.S. A. Ogilvy Ltd.'s department store in Montreal for distribution in hospitals at Christmas time, by the Canadian Legion's Christmas Tree Committee. John W. Murray (left), of Georgeville, Que., a vice-president of the Legion's provincial command, handing the gifts to Ted Adkinson, a patient at Queen Mary Veterans' Hospital, with an assist from Nurse Ruby Steele, as the campaign opened yesterday. The Legion hopes that 6,000 gifts will arrive at the tree between now and Christmas Eve, so that each hospitalized veteran will receive two parcels. Cigarettes, tobacco, pipes, playing cards, cribbage boards, candy, biscuits, shaving kits, razor blades and other toilet articles, pens, pencils and similar useful and inexpensive articles are among the most popular gifts.

and skill of Canadian business and industrial enterprise."

Such a statement is like a vote of confidence in U.S. capital in Canada. Our natural resources cannot be fully developed without capital. One has only to look at Knob Lake to see that this city, a well-planned centre of more than 2,500 people, was not created by accident. It took \$300,000,000 of money, of planning, of self-sacrifice and an amazing confidence in the will of the people as well as in the future of Quebec. Nine years ago, in 1947, this vast, forbidding land was barren and desolate. There was but one 12-by-16 foot cabin at Burnt Creek, where Jules Timmins, Vice-President of the Iron Ore Company of Canada, who is largely responsible for the opening up of this wilderness, spent some time with some friends, pondering over the future of that land separating Quebec and Labrador. Burnt Creek, it is true, has been diverted, and the 1947 cabin belongs to history; there is just a gaping hole in the ground. But, if you look over the hill, you will see Schefferville and say, "It is unbelievable." The pioneers call it Knob Lake, after the knob-like mountain in the distance. But the official name of the city is Schefferville, called after Most Reverend Lionel Scheffer, o.m.i., who looks after an immense vicariate stretching from Ungava Bay to the Atlantic.

"Some of you will no doubt say: 'Well, after all, the people go there to make money and they do make plenty.' That is true, but, believe me, money is not everything. Money cannot mean everything. I imagine the isolation, the hardship, the loneliness. I know, for instance, a Quebec City student who spent three months there last summer with a small party of engineers and geologists, they were eight men together, the cook being included. He did not see a single tree for the whole summer. Many a time, he thought of flying back, for where he was, beyond Knob Lake, the seaplane is the only means of communication. He stuck to the job for three months and even came back with a 40-pound bag full of mineral samples for which he had to pay \$120 extra on the plane. And he has only one wish: it is to return to the same region next summer. Well, that young student has the 'fever', as we say. He has the pioneering spirit. Mind you, his father has a good job; his son does not have to work there. And yet he lives away from his home, very happy to do some original work in contact with nature. But all young men, as you very well know, don't want to make sacrifices, or simply don't like the life up there, even before trying it. Let me give you another illustration of this pioneering spirit, which goes to prove that people don't go there only to make money, just as Champlain and Maisonneuve did not come here only to get rich. In fact, they lived and died very poor. Mr. C.E. McManus, General Manager of the Iron Ore Company of Canada, gets quite a kick out of the seeing the 30,000-ton ore carriers take off. Last September, late at night, when the weather was not 'fit for man or beast', he stood alone on the dock, chilled and wet, watching in the driving rain the big Sept Iles that was slowly edging her way from the dock. He could not help saying then with a deep sense of satisfaction and duty: 'There is another one gone.' There was no need for him to stand there in the rain at one o'clock in the morning. But, as one of the foremen said: 'He gets a kick out of seeing another ship take off.'

No, money cannot explain everything, cannot compensate for everything.

Mineral wealth is still underdeveloped in Northern Quebec. Of the 340,000,000 acres of bleak land containing iron, copper, zinc or whatever the land may yield one day, only five per cent is at present under development, and the overwhelming bulk of Quebec's mineral wealth still remains Crown property. The Iron Ore cover only 300 square miles and represent less than three-fifths of one per cent of the entire Northern territory, in fact, only one thousand of New Quebec's total area. The Iron Ore Company of Canada, which built the 360-mile railroad linking Seven Islands to Knob Lake, is operating large-scale mining and will be producing more than 12,000,000 tons of ore this year in comparison with 9,500 tons last year.

Canada's New Industrial Giant

Quebec, the fabulous Paul Buryan of Canada's northwoods, has found that it can wear the goggles and denim cap of the skilled industrial worker just as jauntily as the farmer's broadbrimmed straw or the tasselled "tuque" of the traditional lumberjack. Giant of the Canadian provinces, Québec encompasses some 597,000 square miles, an area equal to the combined extent of all of New England, New York State, Pennsylvania, Ohio, Virginia, West Virginia, North Carolina, South Carolina, and still have room to take in all of France and England.

No corner of this continent has experienced such a rapid rise in industrial expansion in such a short space of time. Since the close of World War II, Québec has added 4,000 new industrial enterprises. The national emergency truly lit off the industrial furnaces of Québec and generated a head of steam that today is still reaching ever-new peaks. Wartime exigencies of production taught Québec it has a great industrial potential, and the thrifty and practical French-Canadians have bent every effort to develop new skills and flex their industrial muscles.

Québec has embarked upon its new economic role with the same Gallic fire and fervour its earliest sons devoted to the original task of exploring new ground. Québec-based expeditions led by Champlain, de La Salle, de la Verendrye, Joliet and others opened up the middle west of this continent and explored the great waterways down to the Gulf. Their descendants right now are exercising similar zeal and imagination in the development of their own Québec. In early times, Québec's waterways provided natural highways of communication between the widespread colonies, and so through succeeding generations the foundations of Québec industry have been built up gradually along the same arteries. Québec's nearly 5,000,000 population is most highly concentrated in the industrial areas along the St. Lawrence River, the Ottawa, the Gatineau, the St. Maurice, the Richelieu and the Saguenay, and in the great triangle between the St. Lawrence and the common boundaries with Maine, New Hampshire, Vermont and New York states. These are the working areas, and Québec's vast back-of-beyond northwoods for a gigantic stockroom incredibly well supplied with raw materials and a great reservoir of low-cost indus-

trial power from hydro-electric turbines in the northland's rushing rivers.

The tremendous industrial expansion has necessitated a full-scale mobilization of man-power. The new skilled labour force developed under high pressure of wartime has been augmented by a reorientation in both primary and secondary education. To supplement the Government operates both day and night schools of crafts and skills in a variety of trades, and has also arranged with private industry for an apprenticeship system of learning on the job. Québec has the highest standard of technical education facilities in all Canada. In addition, the great French language Universities of Québec are thronged with eager young Québécois learning to be engineers, technicians, researchers, economists and executives.

Québec statisticians have been happily busy with the new developments. Since 1939, mineral production in Québec has jumped from \$77,335,998 a year to some \$286,000,000. The value of forest industry production, including pulp and paper, has leaped from \$192,275,303 in 1939 to the current \$890,000,000. Hydro-electric power crackling from the generator turbines has risen from 4,320,943 horsepower in 1939 to the present 8,000,000 horsepower. Net value of Québec's industrial production has leaped 400 per cent since 1938 to \$4,000,000,000 against a mere \$997,000,000. Construction has rocketed more than 1,000 p. 100 compared with 1938. Agricultural production has jumped more than four times over the average from 1936-39, and this despite a significant population shift. Québec used to have a population distribution of 66 p. 100 rural and 33 p. 100 urban, but now it is reversed, with two-thirds of the population dwelling in cities and towns on industrial jobs. The farm population has thus decreased by about a half, but through mechanization and scientific farming methods the net value of agricultural production has shot up from \$88,865,000 to the average from 1935-39 to better than \$325,973,000 last year.

With no foreseeable horizon to their industrial expansion, the people of Québec continue to build and produce on a foundation of stability and long range planning. Despite its long history of mineral production with such features as gold, copper, zinc and asbestos, Québec folk know that some 80 p. 100 remains to be even prospected. Headline news proclaiming discovery of 800,000,000 tons of iron ore in New Québec produces hardly a flurry in Québec, for they are not surprised. They expect such things with the same certainty as tomorrow's sunrise.

(The New-York Times)

Institute's Head Back Attacks On Holiday Accidents

"Heartbreak or happiness — the choice is often up to the hostess who entertains during the Christmas and New Year's holidays," declared Mrs. J. W. Adams, Ethelton, Sask., president of the Federated Women's Institutes of Canada in a pre-holiday statement.

"Canadian housewives must realize the heavy responsibility which rests on their shoulders during this holiday period," she said, "and they must accept this responsibility and act accordingly."

Traffic fatalities during this festive period have been on the increase in recent years, Mrs. Adams pointed out, and many of these accidents could have been avoided if more thought had been put into the planning of holiday parties and the refreshment served at them.

"In the gaiety and warmth of family reunions, and the visits of dear and old friends, caution is sometimes 'flung to the winds' and what started out to be a wonderful evening often ends in tragedy. In concluding, Mrs. Adams suggested a few simple rules to be followed by the Canadian hostess this year in order to ensure a happy and safe holiday season for all:

1 — Always have food available for your guests. Tasty spreads and dips for crackers and potato chips, cold meat cuts and a variety of cheeses are always welcome and easy to serve.

2 — If you are among the many Canadians who serve alcoholic beverages, keep the safety of your guests in mind and be moderate. Give them a cup of hot soup, chocolate, coffee or other alertness beverage before they leave.

3 — Night driving in the winter on icy roads or in the glare of snow packed roads is hard on the nerves and the eyes. Suggest to the wives that they take a spell at the wheel if any distance is to be covered.

4 — Listen carefully to weather reports on your radio before your guests leave and invite them to stay overnight if a snowstorm is predicted. Saving their lives is worth any inconvenience to you.

5 — Suggest to your guests that they carry with them a thermos of coffee to provide a break when they have to travel in isolated areas. This will help them stay alert and alive.

With road conditions the way they are at this time of the year, a driver needs all of his facilities, says Mrs. Adams. Not only must he take utmost care with his own driving, but must constantly be on the watch for the often hazardous driving of others.

Drummondville's Part in This Capital Industry is Tremendous.

Quebec's textiles industry had a completely functional origin back in colonial times when a steady stream of ships brought immigrants from France up the St. Lawrence at the outpost colonies of Quebec and Montreal. The pioneer settlers brought with them whatever clothing, blankets and drapes they could manage, but shipping space was at a premium, especially when the newcomers tried to order to be sent out from France the following year for the trading companies who owned the vessels were more interested in bringing out beads and other trade goods with which to barter with the Indians for valuable furs.

Pioneer Genesis The resourceful colonists, therefore, had to clothe themselves. Many of them had brought from the old country their sheep, their spinning wheels and the skills of their homeland, so that when the first-chill of autumn frosted the wind-draped panes of their log cabins they were already spinning homespun, the *l'étoffe du pays*, a sturdy woolen fabric that served to clothe the entire family, cover the beds and drape the windows. Families more adept than their neighbors at such skills formed the first Quebec textiles industry. As early as 1671, the Intendant wrote home to the King of France with the proud announcement that he had clothed himself from head to foot in clothing spun, woven and made in New France.

About a century later, immigrants from the textiles mills of England and Scotland and Ireland brought their skills out to Quebec to join the French spinners and weavers. The newcomers were mostly specialists in cotton yarns and fabrics, which added a little versatility to the native product.

Primary Textiles

Quebec's primary textiles industry was flourishing in the mid-nineteenth century when the clipper ships were carrying goods to China and returning with silk threads. Quebec sold cottons and wove silk threads received from China. Competition eventually forced a return to the original staple goods such as cottons and woollens. The stability of the Quebec textiles trade was displayed when the economic depression struck the North American continent in the early 1830's. Quebec textiles mills actually increased both staffs and production.

Currently, the textiles industry in Quebec has been feeling the

pinch of competition on domestic markets as well as on world trade, but the leaders feel the trade is strong enough in Quebec to weather the blow. It is an industry of wide ramifications. Quebec's cotton goods include cotton yarns and cloth, cotton threads, cotton batting and wadding, cotton wool, and cotton waste. Woollens include woollen yarn and cloth, carpets, rugs, mats, and miscellaneous woollens. Synthetic textiles comprise the rayon and nylon yarn and cloth. Then there are hosiery and knitted goods as well as the narrow fabrics, which mean ribbons, laces, tapes, woven laces, etc., and cordage, rope, twines, fish and other nets. There is another classification of dyeing and finishing, which includes all other processes necessary to turn textile fibres into finished fabrics.

Mills Dispersed

Quebec has dispersed the textiles industry throughout the southern part of the vast Province. Quebec's 150-old textiles plants are spread amongst 60 communities in 46 counties. Some 75 per cent of the communities are of 25,000 or less population. The primary textiles trade employs about 50,000, of which some 40 per cent are women. There is a considerable concentration of textiles plants in the Montreal and Quebec areas, and particularly in the Eastern Townships east of the St. Lawrence, Sherbrooke, for instance, reports one out of every two workers employed in the textiles trade, Drummondville engaged in textiles, and most of the 10,000 inhabitants of Magog are wholly dependent upon textiles. More than half of the annual income of St. Hyacinthe comes from textiles. There are other plants up in the St. Maurice valley at Trois-Rivières, Shawinigan Falls and Grand'Mère.

The Quebec textiles trade has a firm belief in its destiny, and in recent years has spent \$100,000,000 in keeping plants up to date and improving machinery and techniques. The Quebec Government has played a part in establishing a textiles technical trade school at St. Hyacinthe in the heart of the industry so that young workers can learn the newest techniques and skills.

Based on this vast textiles industry, Montreal has become the garment trade center of Canada, with a full accretment of allied industries.

(New York Times)



The above photographs were taken Tuesday night at la Maison du Louvain. They show the Canadian Legion (local branch) president, Mr. John Macpherson, awarding decorations to "bene merenti" citizens. Top, Mr. Arthur Fortin; center, Mr. Adrien Michaud; bottom, Mr. D. C. Hoy.

The DRUMMONDVILLE Spokesman

"A Journal Dedicated to Free Speech"
— FOUNDED 1926 —
The Drummondville Spokesman is Printed and Published Every Friday at 400 Henriot Street, Drummondville, Quebec, by La Parole Limited.
SUBSCRIPTION RATES
Canada, one year, \$2.50 Canada, six months \$1.50
Foreign, one year, \$3.50 Foreign, six months \$2.00
Authorized as second class matter by the Post Office Department, Ottawa.
DRUMMONDVILLE, FRIDAY, DECEMBER 7th, 1956

size of the national income and expenditure. The Canadian Bank of Commerce reports in its current Commercial Letter.
Last year these industries contributed over half the national income, accounted for nearly a third of total personal expenditures, absorbed 48 per cent of the total employed labour force and expended about 70 per cent of all new capital invested. They include such non-goods producing enterprises as transportation, storage, communication and public utility operation, finance, and wholesale and retail trade.

"Without the facilities of the tertiary industries," the Letter states, "initial planning and development would be impossible, distribution of the products of the primary and secondary industries would come to a standstill, and urban community life as we now know it would be reduced to something resembling chaos."
Expansion of the tertiary industries has had an "interesting and most important" effect on the distribution of the labour force. In 1946, less than 41 per cent of the labour force with jobs was employed in the tertiary industries. This figure rose to 50 per cent in 1954, from 1,943,000 to 2,588,000 or by a number not far short of the total increase of 705,000 in the labour force. During the same period there was a not decline of 289,000 employed in the primary industries without which the requirements of the secondary and tertiary industries could not have been filled. This concurrent decline in the primary and increase in the tertiary groups has led to increased efficiency and output.

Part of the reason for the shift, the Bank Letter points out, lies in the steady process of specialization. It cites the agricultural industry as an outstanding example.

"Farmers have increasingly turned to the service industries to fill the gap as the numbers of farm employees have dwindled. Hand-milking and other farm chores have been replaced by electrical operated machines; trips to market have been reduced by pick-up and delivery services. Farm efficiency has grown and service industries have expanded to meet the new demand."

The Letter stresses, however, that increased specialization and automation account only "to some extent" for the large proportion of the national income now derived from the tertiary industries. "A great part of the change," it says, "is due to factors arising from the speed with which economic development is taking place." The Letter also points out that the efficiency of the tertiary group determines to a large extent the speed of economic growth.

Such now is the scale of operation of many of the tertiary industries that it has demanded massive new capital investment, much of it supplied by private investors, while in other cases public authorities have assumed the responsibility of meeting future needs.

Utilities are outstanding in this field, the Letter continues, with projected expenditures this year amounting to \$1.7 billion, or 21.2 per cent of total new capital investment. Railways, for instance, are currently investing about \$300 million in new equipment and extensions.
A million new housing units have come into use since the war, entailing a capital expenditure of \$9 billion and constantly increasing demand for services and for the new capital investment required to supply them. Increasing ownership of consumer durables, resulting from the higher standard of living brought by industrialization, has added to this demand.
"Canada's rapid industrialization," the Letter concludes, "can be said to influence the individual's consumption of services to the same way that it has influenced those of manufacturing. Industrialization lies at the root of the remarkable growth of the cities, and urbanization increases the need for services and their supply. Together, they bear witness to growing economic maturity."

Dry Shod
Keeping the feet dry and warm during wet, cold weather will help to repel the common cold. Rubbers or other protective footwear, with raincoat and cap, should be part of the schoolchild's equipment, to ensure dry clothing and shoes. Every youngster should have a supply of disposable tissues, to be held before his nose and mouth when he coughs or sneezes.

Wiring Systems Often Defective

Increased use of electricity during winter months brings a substantial increase in fires and accidents across Canada, with as many as 125 tragic fires a week, according to the All Canada Insurance Federation.
Officials of the Federation, which represents more than 200 fire, automobile and casualty insurance companies, say that Canadians have been buying more useful and time-saving electrical appliances than ever before, but warned that many home wiring systems have not been checked for many years.

A blown fuse is warning that circuits are overloaded or defective. Officials said. Makeshift fuses and taping are major causes of destructive and tragic fires in the home.

Safety experts recommend the following precautions for the winter months:
1) Employ only skilled electricians for installation and maintenance of electric wiring and appliances; significantly increased share in the

make sure circuits are heavy enough to carry peak loads.
2) Overloaded circuits and use of improper fuses or substitutes is hazardous.
3) Never string wires under rugs, over hooks or in exposed places where constant wear will make them dangerous.
4) Choose only recognized brands when buying appliances, and preferably ones bearing the Underwriters Laboratories seal of safety.
5) Never leave electric iron with current on.
6) Be on the lookout for breaks and signs of wear in lamp and appliance cords.

Industries And National Income

Technological advances such as automation, increasing specialization, and the speed of Canada's post-war economic development have combined to give the so-called "tertiary" or service industries a significantly increased share in the

GIVE Sunbeam THE BEST ELECTRIC APPLIANCES MADE

- Sunbeam MIXMASTER JUNIOR** - The Best Junior Food Mixer Made.
- Sunbeam MIXMASTER** - Larger bowl-fit beaters. Mix FINDER Dial.
- Sunbeam TOASTER** - Perfect toast every time. Automatic Beyond Belet.
- Lady Sunbeam** - The only electric shaver designed exclusively for the needs of women.
- Sunbeam FRYPAN** - Perfect CONTROLLED HEAT for More Delicious Foods.
- Sunbeam COOKER & DEEP FRYER** - It cooks. It Deep Fries.
- Sunbeam STEAM-DRY IRON** - Gives you an All-Over Cushion of Rolling Steam.

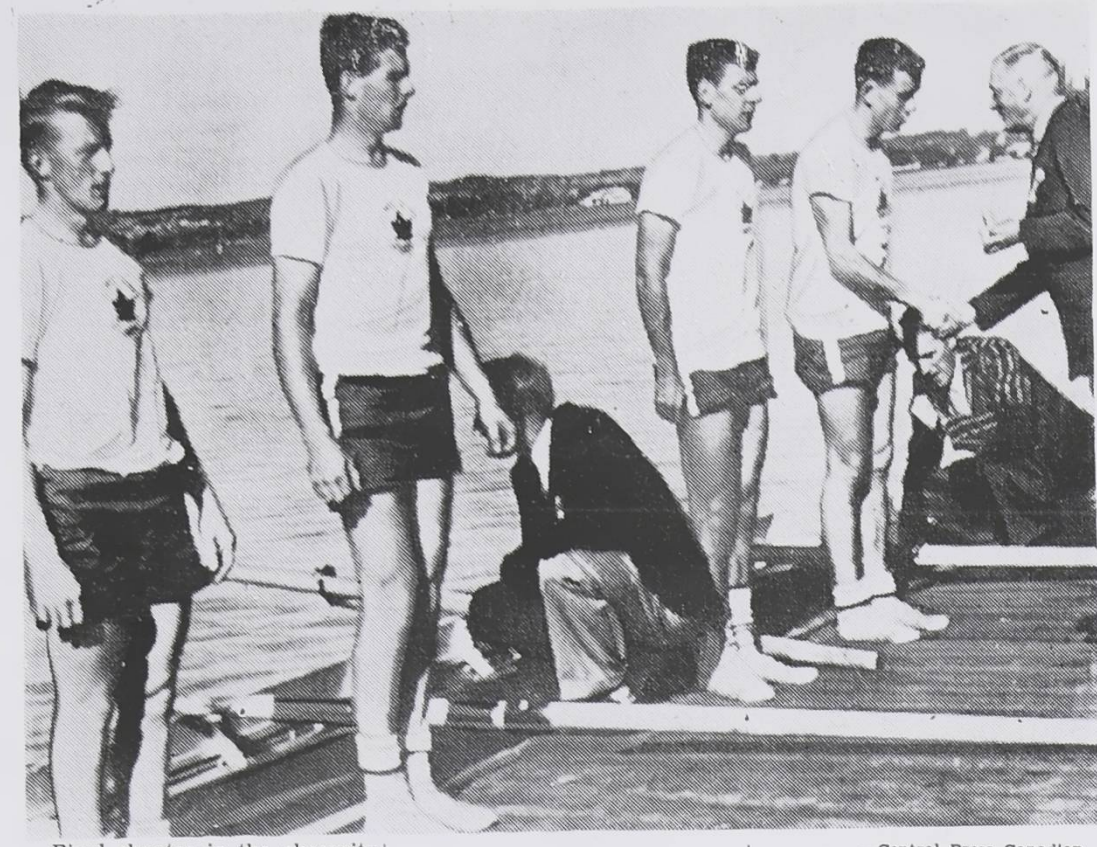
SEE YOUR FAVORITE DEALER OR... SOUTHERN CANADA POWER

Need a DENTIST?

look in the **YELLOW PAGES**

FIND THE NUMBER QUICK AS A WINK!
Whether it's services you need or goods you want to buy, the **YELLOW PAGES** hold the answer. Every business or professional telephone customer in your community is listed under the classification appropriate to his business — the article he sells or the service he performs.
MAKE IT A HABIT TO "LOOK IN THE **YELLOW PAGES**"

A HAPPY MOMENT FOR CANADA AT 1956 OLYMPICS



Final chapter in the obscurity to glory saga of the fours crew from University of British Columbia is enacted as they proudly receive Canada's first gold medal of the 1956 Olympics. Don Arnold, right, stroke of three world champion four, happily accepts the gold medal from Montreal's Sidney Daves, Canada's representative on the International Olympic committee. Other members of the UBC crew look on, from the left, Archie McKinnon, Lorne Loomer and Walt D'Hoond.

New Style In Hardtop Model

The first revolutionary new idea in automotive design since the development of the closed car 40 years ago has been unveiled by the Ford Motor Company in Dearborn, Michigan. Expected to be available in Canada early in the New Year, it is a hardtop model with a fully retractable steel top which slides automatically into the car's trunk at the touch of a button.
Combining the advantages of a hardtop with those of a convertible, the functional design of this first automatic all-weather car has resulted in a distinctive appearance previously unattained by any hardtop model.
In announcing the Ford Retractable, P.G. Willey, general manager, Ford-Monarch Sales Division, Ford Motor Company in Canada, Limited, pointed out that it is another example of the type of advanced engineering, product improvement, and customer benefits which the public can continue to expect from Ford. He cited the introduction of the Thunderbird as a similar advancement.
"To permit the full-width, rigid steel top, which is nearly 90 inches long, to slide into the trunk, the designers moved the spare tire under a floor plate in the rear deck, and relocated the gas tank farther forward in the deck. Luggage space is in the centre area of the huge rear deck.
One design feature that makes the

device workable is a special linkage extending to the front section of the roof. This permits the forward ten inches of the roof to swing back like a flipper, shortening the total length to be stored in the deck.
Another innovation is the counterbalancing that has been built into the entire top mechanism. It works as easily as the regular Ford's hood and deck lid which are spring-balanced for easy opening. Small fractional horsepower motors

For Local News
Subscribe To
Your Local Paper

Let's Eat
BY **IDA BAILEY ALLEN**

This is the busiest time of year for homemakers. Chef... was saying, "so let's work out a series of easy-to-fix dinners for the week."
"Very good, Madame," he replied. "I shall be glad to cooperate."
"As we know, it is possible to prepare excellent three-course family dinners in thirty minutes, from start to finish without opening too many cans or using too many convenience foods."

Time Routines
"First, let's plan the menus. Ch... then you can cook the dinners. I'll time the preparation and set up the time routines as a guide for our readers."
"This is a real challenge, Madame," he said. "One I believe a homemaker can meet if she is quick with her hands, has arranged her kitchen to save steps and avoid rummaging in drawers and if she has the utensils handy near their point of use, as all good chefs do."
We hope you will follow these easy-to-fix dinners throughout the week. If you cannot meet the time schedules, you will soon learn to speed up.

Tomorrow's Dinner
Hot or Chilled Tomato Juice
Cheese Crackers
Panned Veal Chop
Frenched String Beans
Sweet Potatoes
Romaine Salad with Russian Dressing
Jellied Peaches
Coffee Tea Milk

Routine
5.30—Prepare sweet potatoes (canned).
5.35—Prepare jellied peaches (ready to serve by dessert time).
5.40 Start string beans (frozen).
5.45—Start veal chops.
5.50—Prepare tomato juice and salad.
5.55—Make coffee.
6.00—Serve dinner.
All measurements are level. Recipes Proportioned to Serve 4 to 6.
Panned Veal Chops: Rub 6 veal chops with 1/2 tsp salt. Brush with equal parts mayonnaise and olive oil. Dust with 2 1/2 tpsps. fat. Add the chops. Slow brown; allow 15 minutes.
Add 3/4 cup boiling water to the pan and 1/2 tsp. Worcestershire. Simmer 10 minutes.
Jellied Peaches: Place drained halved canned peaches, rounded side down, in the refrigerator freezing tray. Put a stored date in each. Pour in prepared gelatin, any fruit flavor, made according to package directions. Chill 30-35 minutes in the freezing compartment until firm.
Cut in squares, a peach half in each. Serve plain or with a whipped topping.
Trick of the Chef
Season cooked string beans with a few chopped pickled onions.

Puts you in the limelight at every stop light

Plymouth Belvedere 4-door hardtop

NEW, LOW AND LIVELY THRILL-POWER Plymouth '57

Plymouth leaps ahead of the pack... with new GO in its gas pedal... new style in its steel... new magic in its motion... new ideas everywhere you look! Try its eager new Thrill-Power, modern push-button driving, velvety Torsion-Aire Ride, advanced Total-Contact brakes, and all the other surprises it has! You've never seen so much excitement!

Nothing's as fresh and frisky... as smooth and smart-looking... as Plymouth for '57! That's why we've called it the "Thrill-Power" car. And thrill-power it has—from the bright, brisk thrust of its glamorous grille to the clean, sharp soar of its dashing tail fins! It's a thrill to see... drive... own! Slip into this new, low-slung beauty and try it! Thrill to the power of up to 235 horses under the hood. Thrill to the magic of ultra-modern push-button driving... revolutionary Torsion-Aire Ride... new free-sweep visibility... new comfort... and new Total-Contact brakes that stop you as no brakes have done before! If you hanker for excitement... glamour... and million-dollar dazzle in a low-priced car, then Plymouth's for you. See it in your Plymouth dealer's showroom. Try it on the road. You won't find a sweeter, neater buy anywhere than you'll find at your Chrysler-Plymouth-Fargo dealer!

Chrysler Corporation of Canada, Limited
SEE YOUR CHRYSLER-PLYMOUTH-FARGO DEALER, TODAY!
You're always a step ahead in cars of the Forward Look

INTRODUCING the most beautiful car of all time

The magnificent new

CHRYSLER FOR 1957

Windsor—4-Door Hardtop

Revolutionary New Torsion-Aire Ride—exclusive with Chrysler in the fine-car field—achieves a road smoothness never before possible. Bumps practically disappear. And you can take corners like a sports car, without sideway. Annoying brake-dive, too, becomes a thing of the past!

Dramatic New Shape of Motion. Pride of the Forward Look, the long, rakishly low Chrysler

for 1957 exemplifies the most modern of all automotive designs. Jet-inspired from its eager, forward-thrust front profile to its dashing upswep tail fins, every soft-flowing line reflects a look of beauty in motion!

Thrilling New Push-button Torque-Flite Shifting. As standard equipment, your new Chrysler brings you the speed-trigger getaway and amazing economy of the world's first fully automatic 3-speed torque-converter transmission. And, as you would expect, this most advanced of all automatic drives has modern Chrysler-pioneered push-button controls.

Here is a motorcar that will send your pride soaring... an automobile of such breathless beauty and unmatched engineering excellence that you will admire it more every mile you drive. Totally new... with ultra-smooth Torsion-Aire Ride, new flash-ahead Torque-Flite automatic transmission and still greater power... the brilliant Chrysler for 1957 truly knows no rival. Only in price can it be compared to lesser cars. Come in and drive it!

CHRYSLER CORPORATION OF CANADA, LIMITED

NEW YORKER—2-DOOR HARDTOP

YOU'RE ALWAYS A STEP AHEAD IN CARS OF THE FORWARD LOOK

DESMARIS AU TOMOBILE LTEE
BERNARD BOULEVARD TEL. GR 2-5471

1957 Cadillac Entirely New

Oshawa — From bumper to bumper, from top to bottom, the 1957 Cadillac is completely new. Yet, in appearance it is unmistakably Cadillac.

In announcing the new Cadillac, General Motors of Canada said: "The 1957 Cadillac represents the most complete model change in Cadillac history."



Remember... MAIL BEFORE DEC. 17 for local delivery by Christmas

December 17 is the final date for mailing to ensure local delivery by Christmas.

Make sure your Christmas mail is addressed clearly, correctly, and completely. Print address — and return address too — both outside and inside parcels. Wrap and tie parcels securely. Be sure to affix correct postage, and mail often through the day. Send greeting cards by FIRST CLASS MAIL — they're eligible for transport by air, and you may enclose a written message.

MAIL EARLY AND OFTEN — SPEED YOUR MAIL



This Christmas send gaily "gift-wrapped" ROYAL BANK MONEY ORDERS

YOU avoid Christmas crowds, last-minute searching. THEY welcome your thoughtful gift of cash, which lets them buy what they want most.

Royal Bank Money Orders are the smart, practical, effortless way to "wrap up" your gift list. You can use them to send a gift of cash to friends or relatives anywhere in Canada, the United States, Great Britain or the British West Indies.

This year, discover how pleasant Christmas shopping can be, at your nearest Royal Bank branch.



US vs USSR

Contemplation of the following U.S. Russian steel output figures may be useful antidote to development of "defense hysteria" mechanism, says The Financial Post.

In 1913, Russian output of steel ingots was the same as that reached in the U.S. in 1890, 22 years earlier. By 1929, the lag had jumped to 36 years. In 1940, it was 35 and in 1954.

The sixth five-year plan, recently announced, would reduce the lag behind U.S. steel production to 19 years, four better than in 1913. If the plan is realized, that is, steel production in Russia has received top priority since the 1917 Revolution.

The Big Crisis Of Education Baby's Life

Every infant is entitled to the long span which is his life expectancy today. But many babies die in their early childhood through diseases which are unnecessary in this country of advanced medical development. Whooping cough, diphtheria, smallpox and tetanus (the latter is not contagious but it is a killer disease) can be prevented by the simple method of immunization which protects children from such illnesses.

A teacher affects eternity; he can never tell where his influence stops. — Henry Adams

When you educate a man you educate an individual; when you educate a woman you educate a whole family. — Charles D. McIvor

"Our engineers and stylists literally created a new car this year," G.M. said, "but still they retained its Cadillac personality. The overall silhouette has been lowered so much as three inches; the hood and rear deck are lower than the fender profile; the traditional Cadillac tail fin is restyled and two additional four-door hardtops make their appearance in 1957."

These dramatic changes are to be found on eight of the ten models. The two Eldorados, the Biarritz and the Seville, are distinctively different, featuring a new quarter panel and rear end styling that puts the "dream car" into reality as a limited production car.

In keeping with the reduction of overall height both the hood and rear deck have been lowered as much as three inches; the hood and rear deck are lower than the fender profile; the traditional Cadillac tail fin is restyled and two additional four-door hardtops make their appearance in 1957.

Eldorado feature finding its way into production is the twin rear lamps on the Eldorado, the Biarritz and the Seville, are distinctively different, featuring a new quarter panel and rear end styling that puts the "dream car" into reality as a limited production car.

Like the rest of the car, the front end styling is all new.

Behind this front end is a 300-horsepower engine, the most powerful and the highest performance engine ever offered by Cadillac as standard equipment. This V-type overhead valve engine has a 10 to 1 compression ratio, a four-inch bore and a displacement of 385 cubic inches.

Eldorado owners can have the 300-horsepower engine or a modified engine with twin four-barrel carburetors and a 325-horsepower rating.

Must Cooperate With The Press

Stratford, Ont. (Special) — Business men must learn to trust, respect and cooperate with the press as an initial step in developing good community relations, Ira G. Needles, president of B. F. Cochrane Canada Limited, told the annual meeting of the Stratford Chamber of Commerce recently.

He said that newspapers, radio and TV are the nerve centres of community thought and are entitled to the support of business and community leaders. "The press is determined to present both sides of any situation with complete objectivity in the news columns but far too often spokesmen retreat behind a wall of silence," he said. "It is the duty of business men to cooperate with the press in the news columns but far too often spokesmen retreat behind a wall of silence."

Mr. Needles urged businessmen to give every spokesman respect and to take the press into confidence. He cautioned against censoring advertising and news. "The sales story belongs in the advertising columns but any news that is treated on the basis of its news value."

The importance of the speed which is necessary in replying to a reporter's questions was not quite so obvious as it seemed to the speaker.

The strong personal desire to see the vital element in service to the community. He said that participation in Chamber of Commerce work and other service functions in a community depended upon a high sense of personal responsibility and faith.

Encouraging people to offer their services for political office, and to become active in community service projects were important factors in his community success.

"I believe we would reap a rich harvest if we further recognized the dignity of our employees by placing their promotions before the community and I believe we should demonstrate our interest in the community by advancing it of events in our office, factory or store," said Mr. Needles.

Scare Money

Banks, investment houses and others indicate that there is a substantial flow of "scare money" coming into Canada. Just how large this is a big unknown. But one thing is certain, flight capital is having its effect on the strengthening Canadian dollar, says Dalton Robertson in The Financial Post.

How long will the premium keep rising? Financial institutions buy and large are not looking for any decline for quite some time. They admit more major purchases of equipment in the U.S. for such projects as the trans-Canada pipeline may help bring the dollar premium down, but as long as the rate of economic expansion continues to attract new capital in large amounts, the dollar bill will continue to rise high.

Contemplation of the following U.S. Russian steel output figures may be useful antidote to development of "defense hysteria" mechanism, says The Financial Post.

In 1913, Russian output of steel ingots was the same as that reached in the U.S. in 1890, 22 years earlier. By 1929, the lag had jumped to 36 years. In 1940, it was 35 and in 1954.

The sixth five-year plan, recently announced, would reduce the lag behind U.S. steel production to 19 years, four better than in 1913. If the plan is realized, that is, steel production in Russia has received top priority since the 1917 Revolution.

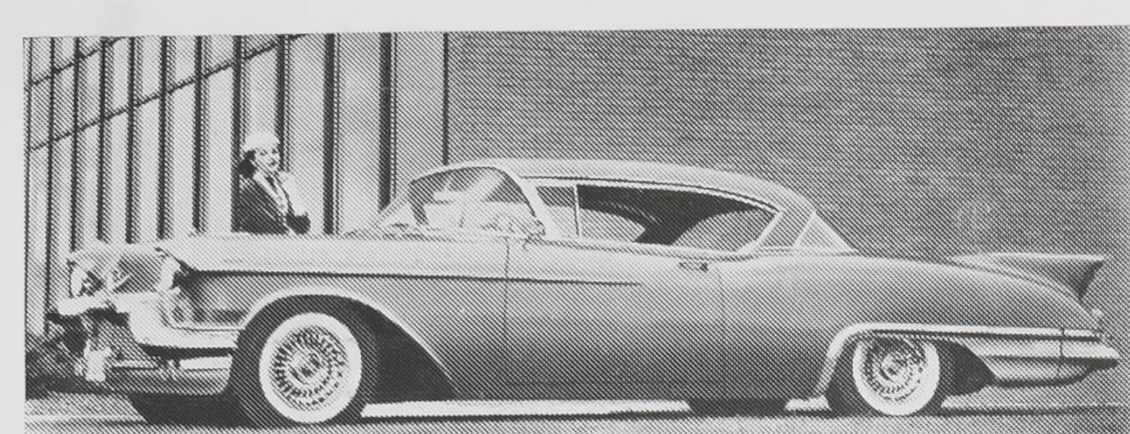
Every infant is entitled to the long span which is his life expectancy today. But many babies die in their early childhood through diseases which are unnecessary in this country of advanced medical development. Whooping cough, diphtheria, smallpox and tetanus (the latter is not contagious but it is a killer disease) can be prevented by the simple method of immunization which protects children from such illnesses.

A teacher affects eternity; he can never tell where his influence stops. — Henry Adams

When you educate a man you educate an individual; when you educate a woman you educate a whole family. — Charles D. McIvor

The Bell Telephone Company of Canada

Drummondville Branch: W. A. Gosselin, Manager



The 1957 Cadillac is described by General Motors as incorporating "the most complete model change in Cadillac history". The over-all silhouette has been lowered as much as three inches, yet the appearance remains unmistakably Cadillac. Pictured here is the 1957 Eldorado Seville Coupe, which features a tailored rear deck, a high-performance 300-horsepower Cadillac engine or a 320-horsepower modified version.

THERE MUST BE SOME EXPLANATION?



Peter Breistone, three, of Brooklyn, N.Y., was once the proprietor of a complete set of illusions. We do not know if he has almost 50 Santa Clauses all at once. The Santas were assembled in New York for briefing before launching an annual Christmas campaign. Peter seems completely confused.

Don't Cry, Mr. Fowler

When Mr. A.D. Dunton, chairman of the CBC, made his final appearance before the Fowler Commission on Broadcasting, and answered the many charges made against the CBC monopoly, he had Mr. Fowler almost in tears—but not quite so emotional as Dave Dutton's plea that CBC had tried too hard to use its powers gently, that within a few days a famous cartoonist pictured him weeping behind the skirts of "Gracie Fowler", while the tough, young private broadcaster struck their private tongues out at him.

Few men can carry off an emotional argument as well as the famous Dave Dutton. He is young and fresh and good looking, and when his lips pout a little, and his inflection rises, it is hard not to get a lump in the throat and a haze of tears across the eyes.

Maddening, Dave insisted, was what hurt. He'd always thought the private stations liked the CBC and co-operated, and it was shocking to find them saying mean things to the Commission. Individually, the private broadcasters were all right; but when they got together this way, to say anything about "Caesar" must have felt when Brutus stabbed him. Caesar often got such shockers, but not many Caesars can be their own Mark Antony. Antioch's famous speech that brought tears to Roman eyes was pallid compared to the touching scene Dave Dutton was able to enact on his own behalf. Those who had long thought of the CBC as a rival, were dismayed at the melting mood evoked by Dave Dutton before the Royal Commission.

Networks denied them? My goodness, Dave implied, this was surely a misunderstanding of some sort!

Here To Stay

The Tampa (Florida) Tribune in its November 10 issue carried an editorial, commenting on what it considers was the failure of the States Rights Party to make even a ripple upon the political waters last November 6. It points out that the States Rights Party, presidential nominee of that party, pulled only about 150,000 votes. Now, this columnist is a daily reader of the Tampa Tribune's editorial page, and for the most part finds himself in accord with the views expressed by its editor. But, in the case of Mr. Andrews and the States Rights Party, he cannot go along with the Tribune's editorial statement that: "Mr. Andrews admittedly is an optimist, for his chief campaign objective is to abolish federal income tax. But we



Your child has TWO SITTERS watching over her

You never see this second sitter. Yet she is just a moment away — always alert and ready for help — at the other end of your telephone.

Normally, should you want to make sure that everything is all right at home you just call your sitter, or have her call you.

But situations do arise when your sitter, or you, or anyone may be faced with an emergency. Then a direct call to Operator can bring help in a hurry. She is there to serve you — to help make the telephone a guardian of your security and your peace of mind.

THE BELL TELEPHONE COMPANY OF CANADA

ing for abolition of federal income tax, was inspired because Federal Government is grabbing such a large share of the total tax-take that local governments are forced to cry to Washington whenever drought hits, etc."

Until such time as a curb is put on the taxing powers of our Federal Government, it will continue to "hog the over-all tax-take" — and the individual states will be forced to keep up their heels for help to Washington. So, counter to the Tribune's opinion, THE PLACE TO START

IS AT THE TOP. And that starting point at the top is the Moscovite-inspired sliding-scale Income Tax.

Electro-plated hollowware (teapots, jugs, coffee pots, etc.) will number around 7,500 pieces aboard the new Canadian Pacific flagship Empress of Britain.

Statistics show that the general loss for pedestrians is a little too slow.

LAST WEEK ANSWER

1. Cleaning agent	4. Footlike part	21. Contend for
2. Stunted shrub (dial.)	5. Struted shrub (dial.)	22. Effervescence
3. Prestigious	6. Prestigious	23. Effervescence
7. Exchange premium tobacco leaf	7. Exchange premium tobacco leaf	24. Effervescence
8. Collects	8. Collects	25. Beam
9. Large in a group	9. Large in a group	26. Proba
10. Lift	10. Lift	27. Vetch
11. Large pulpits	11. Large pulpits	28. Hire
12. Large pulpits	12. Large pulpits	29. Hire
13. Bambuslike grasses	13. Bambuslike grasses	30. Hire
14. Large pulpits	14. Large pulpits	31. Hire
15. Ore	15. Ore	32. Hire
16. Gold (Her.)	16. Gold (Her.)	33. Hire
17. Chim	17. Chim	34. Hire
18. Man's nickname unit	18. Man's nickname unit	35. Hire
19. Living in the forest	19. Living in the forest	36. Hire
20. Mountain defile	20. Mountain defile	37. Hire
21. Control flap	21. Control flap	38. Hire
22. Stary	22. Stary	39. Hire
23. Swift currents	23. Swift currents	40. Hire
24. Storm animal	24. Storm animal	41. Hire
25. Farm recess	25. Farm recess	42. Hire
26. Dancing girl (Egypt.)	26. Dancing girl (Egypt.)	43. Hire
27. Pools	27. Pools	44. Hire
28. Aodibly	28. Aodibly	45. Hire
29. River (Fr.)	29. River (Fr.)	46. Hire
30. Cave over	30. Cave over	47. Hire
31. DOWN	31. DOWN	48. Hire
32. Precious stone	32. Precious stone	49. Hire
33. German river	33. German river	50. Hire

Salesmen Wanted

If you are aggressive, eager, and anxious to succeed, we have an interesting proposition to offer in the sale of electrical appliances. Salary, Commission, Insurance, Pension Plan plus other benefits. Apply nearest office SOUTHERN CANADA POWER CO. LTD.

"Aw!...MOLSON'S completes the picture!"



Whatever the occasion... a mild and mellow MOLSON'S

As you sit back to enjoy a great game on the screen, let Molson's make your pleasure complete. For smooth, satisfying refreshment there's nothing like Molson's Ale. Good by itself, as good with good food too.

Always say: "Make Mine MOLSON'S"

Have you checked it lately ON THE FIRST PAGE OF YOUR SPOKESMAN, ON THE UPPER RIGHT HAND SIDE, APPEARS THE EXPIRATION DATE OF YOUR SUBSCRIPTION. PLEASE CHECK, AND IF NOT UP-TO-DATE KINDLY SEND IN YOUR REMITTANCE OR CALL 2-5451 and our representative will call at your house The Drummondville Spokesman

Colds Common In Children

Toronto. — The first of an average of six colds for every school child in Canada will strike within the next 10-30 days, according to experts who make a full-time study of the common cold.

In a forecast of "cold incidence" for the 1957 season, officials at the Grove Pharmacal Ltd. world's largest maker of cold tablets, noted that children are the number one target for man's most common ailment.

Drawing on 60 years of experience in treating the cold in adults, Grove calculates that 50 million youngsters from kindergarten to high school age are due to come down with the sniffles and sneezes this winter in Canada and the United States.

Over a half of them will contract the ailment between now and Christmas.

Statistics show that three waves of common colds sweep the nation annually. The first outbreak occurs in the Fall even before Winter sets in.

Though school attendance itself doesn't cause colds, studies do show that school children come down with colds roughly twice as many as do at home.

Though school attendance itself doesn't cause colds, studies do show that school children come down with colds roughly twice as many as do at home.

OLYMPICS-BOUND IN NEW ROLE

A veteran Olympic track star for Canada, Dr. Phil Edwards of Montreal, is shown with Claude Mastommer, one of the four members of the British Guiana Olympic squad which Edwards is managing. They stopped off recently in Vancouver en route to Melbourne for the games opening Nov. 22. Dr. Edwards represented Canada in the 800 and 1,500 meters at three Olympics and never finished lower than sixth, said he and his team "hope and pray" the international situation will turn out all right.

Business went to Canadians.

Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.

Business went to Canadians.

Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.

Business went to Canadians.

Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.

Business went to Canadians.

Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.

THE CHAIN STORE

Over a period of years this columnist has listened to the never-ending debate about the role played by chain stores in the nation's merchandising economy. It is the chain store, a menace or a benefactor? — that is the question.

Not long ago I had the pleasure of hearing two experts discuss at some length as to whether or not the chain stores were a blessing to the consumer. A public relations counsel of one of the big chains ably presented the case for the chains, while a newspaper editor equally well championed the cause of the independent merchant.

Out of the bewildering fog engendered by these two diametrically-opposed viewpoints, both ably presented, I did manage to salvage a few ideas:

(1) That while chain stores, in the pioneer days of this method of retail merchandising, may have been ruthless and callous about the communities in which their stores were located, they have since become much more sensitive to the needs of the community.

(2) That the chain stores have tended to concentrate retailing in the hands of a few, whereas many Americans believe that such business should be kept in the hands of as many as possible.

(3) That strictly from the consumer's standpoint, the chain stores have gotten and are getting better service from the independent merchant, it is a considerable saving over what the independent merchant is at a benefactor in that he extends credit, while the chain stores, with few exceptions, refuse to sell for credit.

(4) That in times of depression or financial distress of a customer, the independent merchant is a benefactor in that he extends credit, while the chain stores, with few exceptions, refuse to sell for credit.

(5) That the independent merchant has an invaluable asset that it is almost impossible for the chain store to give — the personal intimate contact with the customer.

(6) That while there is a tendency on the part of the chain stores to destroy independent ownership of farms on the other hand, the chain stores, by virtue of their buying and storing in large quantities, have rescued, are rescuing and will continue to rescue many farms from heavy losses by stepping in at the psychological time to buy their crops.

The final conclusion arrived at after deliberate and mature reflection is that the chain store is a menace to humanity.

Out of the bewildering fog engendered by these two diametrically-opposed viewpoints, both ably presented, I did manage to salvage a few ideas:

(1) That while chain stores, in the pioneer days of this method of retail merchandising, may have been ruthless and callous about the communities in which their stores were located, they have since become much more sensitive to the needs of the community.

(2) That the chain stores have tended to concentrate retailing in the hands of a few, whereas many Americans believe that such business should be kept in the hands of as many as possible.

(3) That strictly from the consumer's standpoint, the chain stores have gotten and are getting better service from the independent merchant, it is a considerable saving over what the independent merchant is at a benefactor in that he extends credit, while the chain stores, with few exceptions, refuse to sell for credit.

(4) That in times of depression or financial distress of a customer, the independent merchant is a benefactor in that he extends credit, while the chain stores, with few exceptions, refuse to sell for credit.

(5) That the independent merchant has an invaluable asset that it is almost impossible for the chain store to give — the personal intimate contact with the customer.

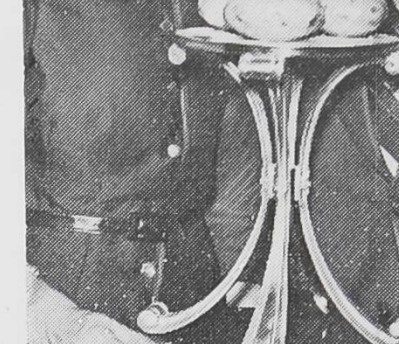
(6) That while there is a tendency on the part of the chain stores to destroy independent ownership of farms on the other hand, the chain stores, by virtue of their buying and storing in large quantities, have rescued, are rescuing and will continue to rescue many farms from heavy losses by stepping in at the psychological time to buy their crops.

Have you checked it lately

ON THE FIRST PAGE OF YOUR SPOKESMAN, ON THE UPPER RIGHT HAND SIDE, APPEARS THE EXPIRATION DATE OF YOUR SUBSCRIPTION. PLEASE CHECK, AND IF NOT UP-TO-DATE KINDLY SEND IN YOUR REMITTANCE OR CALL 2-5451 and our representative will call at your house The Drummondville Spokesman

CANADIANS COP SIX OF WORLD GRAIN TITLES AT WINTER FAIR

Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.



Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.

Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.

Demoreville, Ont., won first prize for rye with an entry of the Tetra Petkus variety. The presentations, made in the fair's seed grain department, saw winners in attendance from as far away as England and British Columbia. Six of eight world grain titles went to Canadians.

Prices Cut By American Motor

Toronto. — American Motors 1957 automobile prices announced today show a decrease in factory delivered prices of Hudson Hornet and Nash Ambassador automobiles. The price of the Hudson Hornet sedan is \$464 with the Rambler price for 1957 starting only \$27 higher than last year.

"We are able to make the bold move of slashing prices in face of a general increase as a result of the realization of the economies of the Nash-Hudson merger plus the development of the new American Motors V-8 engine," said Robert J. Ott vice president of American Motors Sales of Canada Limited.

Toronto. — American Motors 1957 automobile prices announced today show a decrease in factory delivered prices of Hudson Hornet and Nash Ambassador automobiles. The price of the Hudson Hornet sedan is \$464 with the Rambler price for 1957 starting only \$27 higher than last year.

"We are able to make the bold move of slashing prices in face of a general increase as a result of the realization of the economies of the Nash-Hudson merger plus the development of the new American Motors V-8 engine," said Robert J. Ott vice president of American Motors Sales of Canada Limited.

GM is your best truck buy!

Buying a truck is an investment in future income. And shrewd truckers know that GMC trucks are better, safer ways to guarantee that income. GMC "Blue-Chip" trucks 1957 are built for rugged use... in construction work, urban delivery or heavy highway hauling!

New frames, new axles, new transmissions, new engines, new interiors and more bring you a new versatility. Undoubtedly, GMC is by far your wisest truck buy! Prove it — with a visit to your GMC dealer!

A GENERAL MOTORS VALUE

Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing, Eskimos skating, Eskimos riding Santa's special train and Eskimos sorting Santa's mail.

The giant North Pole display will be unveiled officially on December 6 before a discriminatory advance of 200 boys and girls from 20 children's homes and orphanages in Montreal who will be the guests of Donald Gordon, president of the CNR, and Mr. Gordon, and following a close-up look at each display they will be treated to a party complete with balloons, candy and novelties.

The display is the culmination of eight months of design and construction by CNR's Exhibits and



Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing, Eskimos skating, Eskimos riding Santa's special train and Eskimos sorting Santa's mail.

The giant North Pole display will be unveiled officially on December 6 before a discriminatory advance of 200 boys and girls from 20 children's homes and orphanages in Montreal who will be the guests of Donald Gordon, president of the CNR, and Mr. Gordon, and following a close-up look at each display they will be treated to a party complete with balloons, candy and novelties.

The display is the culmination of eight months of design and construction by CNR's Exhibits and

Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing, Eskimos skating, Eskimos riding Santa's special train and Eskimos sorting Santa's mail.

The giant North Pole display will be unveiled officially on December 6 before a discriminatory advance of 200 boys and girls from 20 children's homes and orphanages in Montreal who will be the guests of Donald Gordon, president of the CNR, and Mr. Gordon, and following a close-up look at each display they will be treated to a party complete with balloons, candy and novelties.

The display is the culmination of eight months of design and construction by CNR's Exhibits and

Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing, Eskimos skating, Eskimos riding Santa's special train and Eskimos sorting Santa's mail.

The giant North Pole display will be unveiled officially on December 6 before a discriminatory advance of 200 boys and girls from 20 children's homes and orphanages in Montreal who will be the guests of Donald Gordon, president of the CNR, and Mr. Gordon, and following a close-up look at each display they will be treated to a party complete with balloons, candy and novelties.

The display is the culmination of eight months of design and construction by CNR's Exhibits and

Paul H. Moisan

209 Heriot St. Drummondville Tel. GR-8128

GO CNR AND RELAX

LOW FARES EVERY SATURDAY* *Not including Dec. 15

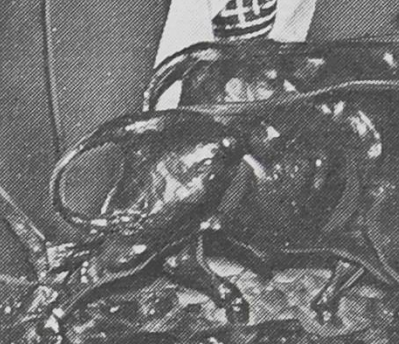
Let the engine do your driving, while you sit back and enjoy the smooth ride. Unmindful of crowded highways, by CNR, you arrive in the heart of Montreal, handy to all points of interest.

You have a full day to do as you like, no worries about parking or "beating the crowd" home. Treat yourself right — go CNR!

GO CNR AND RELAX

Miss Grey Cup

Lovely Mary Wasko, Miss Winnipeg Blue Bomber and Miss Grey Cup of 1956, walks to the Toronto crowd during Grey Cup Parade. Her grand prize is a MG sports car, like the one she rode in the parade, donated by the British Motor Corporation Ltd.



Lovely Mary Wasko, Miss Winnipeg Blue Bomber and Miss Grey Cup of 1956, walks to the Toronto crowd during Grey Cup Parade. Her grand prize is a MG sports car, like the one she rode in the parade, donated by the British Motor Corporation Ltd.

Lovely Mary Wasko, Miss Winnipeg Blue Bomber and Miss Grey Cup of 1956, walks to the Toronto crowd during Grey Cup Parade. Her grand prize is a MG sports car, like the one she rode in the parade, donated by the British Motor Corporation Ltd.

Lovely Mary Wasko, Miss Winnipeg Blue Bomber and Miss Grey Cup of 1956, walks to the Toronto crowd during Grey Cup Parade. Her grand prize is a MG sports car, like the one she rode in the parade, donated by the British Motor Corporation Ltd.

Paul H. Moisan

209 Heriot St. Drummondville Tel. GR-8128

GO CNR AND RELAX

LOW FARES EVERY SATURDAY* *Not including Dec. 15

Let the engine do your driving, while you sit back and enjoy the smooth ride. Unmindful of crowded highways, by CNR, you arrive in the heart of Montreal, handy to all points of interest.

You have a full day to do as you like, no worries about parking or "beating the crowd" home. Treat yourself right — go CNR!

GO CNR AND RELAX

Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing, Eskimos skating, Eskimos riding Santa's special train and Eskimos sorting Santa's mail.

The giant North Pole display will be unveiled officially on December 6 before a discriminatory advance of 200 boys and girls from 20 children's homes and orphanages in Montreal who will be the guests of Donald Gordon, president of the CNR, and Mr. Gordon, and following a close-up look at each display they will be treated to a party complete with balloons, candy and novelties.

The display is the culmination of eight months of design and construction by CNR's Exhibits and



Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing, Eskimos skating, Eskimos riding Santa's special train and Eskimos sorting Santa's mail.

The giant North Pole display will be unveiled officially on December 6 before a discriminatory advance of 200 boys and girls from 20 children's homes and orphanages in Montreal who will be the guests of Donald Gordon, president of the CNR, and Mr. Gordon, and following a close-up look at each display they will be treated to a party complete with balloons, candy and novelties.

The display is the culmination of eight months of design and construction by CNR's Exhibits and

Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing, Eskimos skating, Eskimos riding Santa's special train and Eskimos sorting Santa's mail.

The giant North Pole display will be unveiled officially on December 6 before a discriminatory advance of 200 boys and girls from 20 children's homes and orphanages in Montreal who will be the guests of Donald Gordon, president of the CNR, and Mr. Gordon, and following a close-up look at each display they will be treated to a party complete with balloons, candy and novelties.

The display is the culmination of eight months of design and construction by CNR's Exhibits and

Stations Ready For Christmas

Montreal, December — Travelers arriving at Central Station after December 6 will wonder if they've taken the wrong train and arrived at the North Pole by mistake. As they come up the familiar escalators into the concourse, they will see dozens of little Penguins and Eskimos cavorting over icebergs and snow fields.

They will see Eskimos skating, Eskimos fishing

Chiffon Leads For Evening

From debutante to dowager, this year's fashion choice for evening is chiffon. Chiffon actually controlled a sheath to wear after five. Chiffon drifting out in a mist of folds for the midnight ball.

Dior started it. Leading designers in world fashion capitals went along with it. But biggest news from the local sewing centers is that the woman who sews her own no longer cares to put her sectors into fabrics as delicate as chiffon.

Chief reason for this new confidence is the precision performance of the new latest model electric sewing machines. The secret in sewing filmy material according to Singer experts is to regulate your sewing machine to handle the fabric to the best advantage.

Here are some tips on stitching chiffon from your local sewing center advisers. Select fine sharp needles for both hand and machine stitching to avoid puncture marks. Use fine silk thread. Use a shorter stitch than normal to avoid puckering. Lighten the machine pressure shade and sew with light balanced tensions. Test these adjustments first on a double thickness of chiffon before beginning.

How to Get a LOAN in 1-Trip!

1. PHONE Beneficial and give a few facts about yourself. 2. COME IN to meet the Beneficial man who likes to say "Yes!" 3. WALK OUT with the cash you need. You make the choice in coming to Beneficial.

Loans \$50 to \$1000 or more on Signature, Furniture or Auto. Personal Finance Co. is now called BENEFICIAL FINANCE CO. Only the name has been changed!

BENEFICIAL FINANCE CO.

100 MARCHAND STREET, DRUMMONDVILLE. Corner of Heriot Street - Phone: GRant 1-1356. OPEN EVENINGS BY APPOINTMENT - PHONE FOR EVENING HOURS.

THE CAR THAT'S NEW ALL THE WAY THROUGH



- Here's the new body that's all new...
- Plenty of hatroom in front and rear seats, despite longer, lower silhouette
 - 3 heavy steel cross-braces in roof provide extreme rigidity for extra safety
 - New inner door panels of 17" thicker steel are welded to outer door for greater strength
 - Doors shut with solid authority... rear doors feature "Automatic Doorman" springs to assist opening and closing
 - Hood hinges from front for extra safety, easier servicing; locks inside car for extra protection
 - Far greater strength and rigidity in hood, with welded-on inner panel
 - Strongest, most rigid design ever developed for front and rear areas of passenger space
 - New, more rigid floor has welded cross-members of 25% heavier steel for a safe, firm ride
 - Fresh air enters car along upper cowl, a full 40 inches above road level for better ventilation
 - Fairlane sedans have new thin-pillar styling that gives them a real "hardtop flair"
 - Safety-contoured instrument panel, with recessed controls and non-reflective finish, adds to safety
 - Hull-tight body completely insulated and soundproofed, end to end

and a choice of engines V-8 or SIX!

Beauty's a lot more than skin-deep in the new built-for-keeps Ford. It's beauty that's based on quality engineering, quality construction. Never before in Ford's field has there been such a brand-new concept of body craftsmanship, so much weight and strength and bracing, for a new kind of built-in quiet, comfort and safety! The new Ford body for '57 offers you greater strength, heavier metal, more rigidity wherever you look—and behind the scenes, too! So don't be satisfied with "skin-deep" changes—look for the car that's honestly new—all the way through—in style, in ride, in performance—and in unbeatable value!



... all yours only in the new kind of FORD for '57

SEE AND COMPARE THE NEW KIND OF FORD FOR '57 AT YOUR FORD-MONARCH DEALER'S. PEARCE & PINARD Ltd. 620 Lindsay St. Day & Night Service Tel. 2-3365

FRANK GERIS, who fled from Hungary seven years ago, had been saving for the day when he could move his wife and two children here. Then, when the Russians moved into Hungary, he could wait no longer. He flew to Austria, then crossed the Hungarian border to find his family. He led them to safety, and today, barely a month after he went to Austria, he and his wife, and two children are making a new life in Hamilton, Ont.

For Women

A visitor on Open House this Monday will be Lady Eaton, who has written a book called Memory's Way, in which she recalls much of the Eaton family history. On Tuesday, Mrs. Gertrude Wendt continues his series on read of atomic power in the home with a talk called Atoms of Uranium.

Golf Statistics

The following interesting statistics prove that golf can be played by people from all age groups: Beatrice Hoyt, 17, British Open, 1956. Mary Hezel, 17, British Open, 1959. Tom Morris, Jr., 18, British Open, 1886. Louis N. James, 19, U.S. Amateur, 1909. Horace Rollins, 19, U.S. Amateur, 1885. John Beharel, 18, British Amateur, 1886. Edward Ray, 43, U.S. Open, 1920. Harry Vardon, 45, British Open, 1914. Jack Westland, 47, U.S. Amateur, 1932. Hon. M. Scott, 54, British Amateur, 1833.

A hole in one was recently scored by an 88 year old golfer, Mr. H.A. Clear, at Yelverton, South Devon, England. It was accomplished on a 136 yard hole.

Canada's Blind

Canada has a very large number of people who are blind—the figure is one person in 840. Yet it is estimated that the sight of many of them is being lost through lack of proper medical treatment. In many cases, vision could still be restored by modern methods of treatment. In order to prevent the loss or serious impairment of sight, it is wise to have periodic examinations by an eye doctor in order that eye troubles are detected before they become deeply established, while proper treatment can be effective.

Log House

Not many Canadians will put an 18-foot Christmas tree in their living room window this coming season—especially if they live in a log cabin. Like the McMichaels, of Kleinburg, Ontario, But the McMichaels' wooden home is a contemporary structure, designed by a modern architect, with one wall of glass that accommodates an 18-foot tree without trimming.

Dior's Touch

Within the past five years clothes for the small-try have become high-fashion news, according to one Canadian children's wear designer.

RCAF READIES FOR ACTION IN MIDDLE EAST

P/O Bill Empringham, at left, of Agincourt, Ont., checks flight data with W/C John McCutcheon before leaving Toronto for the U.N. police force staging area at Naples, Italy. The departure of the four C-47 "Flying Boxcars" of the RCAF's 428 Squadron from Downsview marks the first of some 25 aircraft which will fly to the staging area to ferry troops to the Middle East. They will carry ground crews and supplies.

RESCUES WIFE, CHILDREN FROM RUSSIANS

Frank Geris, who fled from Hungary seven years ago, had been saving for the day when he could move his wife and two children here. Then, when the Russians moved into Hungary, he could wait no longer. He flew to Austria, then crossed the Hungarian border to find his family. He led them to safety, and today, barely a month after he went to Austria, he and his wife, and two children are making a new life in Hamilton, Ont.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Love for God and man is the true incentive in both healing and teaching. Mary Baker Eddy.

RIVERS ARE BUT TEMPORARY BLOCK TO GAS PIPELINES



THIRTY 6,000-pound concrete weights were placed on the section of the 34-inch trans-Canada gas pipeline that will remain on the bottom of the Assiniboine river at Minota, Man. The 260-foot section was double-coated and wrapped, and the river bed between the floats was removed.

Charles Lurie of tempo Togs in Montreal. Fashion for four-year-olds follows the whims of Paris just as slavishly as do adult fashions. "It has reached the point where American children's wear designer travel to Europe for the haute-couture openings and rush back home to whip up adaptation for the pre-tail sale."

Your Car and Your Budget

IF YOU ARE FINANCING the family car, shelter and clothing as one of the major items in the budget, ways to control automobile expenses are as welcome as money-saving ideas for home management. Ideas to alert car owners to wiser spending are given in a new, fact-packed, handbook MONEY MANAGEMENT, YOUR AUTO, MOBILE DOLLAR, prepared by the Money Management Institute of Household Finance Corporation.

Log House

Not many Canadians will put an 18-foot Christmas tree in their living room window this coming season—especially if they live in a log cabin. Like the McMichaels, of Kleinburg, Ontario, But the McMichaels' wooden home is a contemporary structure, designed by a modern architect, with one wall of glass that accommodates an 18-foot tree without trimming.

Dior's Touch

Within the past five years clothes for the small-try have become high-fashion news, according to one Canadian children's wear designer.

RCAF READIES FOR ACTION IN MIDDLE EAST

P/O Bill Empringham, at left, of Agincourt, Ont., checks flight data with W/C John McCutcheon before leaving Toronto for the U.N. police force staging area at Naples, Italy. The departure of the four C-47 "Flying Boxcars" of the RCAF's 428 Squadron from Downsview marks the first of some 25 aircraft which will fly to the staging area to ferry troops to the Middle East. They will carry ground crews and supplies.

RESCUES WIFE, CHILDREN FROM RUSSIANS

Frank Geris, who fled from Hungary seven years ago, had been saving for the day when he could move his wife and two children here. Then, when the Russians moved into Hungary, he could wait no longer. He flew to Austria, then crossed the Hungarian border to find his family. He led them to safety, and today, barely a month after he went to Austria, he and his wife, and two children are making a new life in Hamilton, Ont.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Love for God and man is the true incentive in both healing and teaching. Mary Baker Eddy.

Your Car and Your Budget



IF YOU ARE FINANCING the family car, shelter and clothing as one of the major items in the budget, ways to control automobile expenses are as welcome as money-saving ideas for home management. Ideas to alert car owners to wiser spending are given in a new, fact-packed, handbook MONEY MANAGEMENT, YOUR AUTO, MOBILE DOLLAR, prepared by the Money Management Institute of Household Finance Corporation.

Charles Lurie of tempo Togs in Montreal. Fashion for four-year-olds follows the whims of Paris just as slavishly as do adult fashions. "It has reached the point where American children's wear designer travel to Europe for the haute-couture openings and rush back home to whip up adaptation for the pre-tail sale."

Your Car and Your Budget

IF YOU ARE FINANCING the family car, shelter and clothing as one of the major items in the budget, ways to control automobile expenses are as welcome as money-saving ideas for home management. Ideas to alert car owners to wiser spending are given in a new, fact-packed, handbook MONEY MANAGEMENT, YOUR AUTO, MOBILE DOLLAR, prepared by the Money Management Institute of Household Finance Corporation.

Log House

Not many Canadians will put an 18-foot Christmas tree in their living room window this coming season—especially if they live in a log cabin. Like the McMichaels, of Kleinburg, Ontario, But the McMichaels' wooden home is a contemporary structure, designed by a modern architect, with one wall of glass that accommodates an 18-foot tree without trimming.

Dior's Touch

Within the past five years clothes for the small-try have become high-fashion news, according to one Canadian children's wear designer.

RCAF READIES FOR ACTION IN MIDDLE EAST

P/O Bill Empringham, at left, of Agincourt, Ont., checks flight data with W/C John McCutcheon before leaving Toronto for the U.N. police force staging area at Naples, Italy. The departure of the four C-47 "Flying Boxcars" of the RCAF's 428 Squadron from Downsview marks the first of some 25 aircraft which will fly to the staging area to ferry troops to the Middle East. They will carry ground crews and supplies.

RESCUES WIFE, CHILDREN FROM RUSSIANS

Frank Geris, who fled from Hungary seven years ago, had been saving for the day when he could move his wife and two children here. Then, when the Russians moved into Hungary, he could wait no longer. He flew to Austria, then crossed the Hungarian border to find his family. He led them to safety, and today, barely a month after he went to Austria, he and his wife, and two children are making a new life in Hamilton, Ont.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Love for God and man is the true incentive in both healing and teaching. Mary Baker Eddy.

A Bit of Stuff About Contest

At its first meeting, the members of the Jury of the theatrical plays contest of the Theatre du Nouveau Monde, have asked that three of the plays in this contest be more of an implict.

First of all, it is understood that the length of the play (which is to be between 7.4 to two hours) must be calculated without intermission. The limit of 8 characters should not be taken literally. For instance, a good play will not be rejected simply because it has more than twelve characters. The T.N.M. simply asks playwrights to limit the number of actors and not multiply them unnecessarily. Furthermore, the question of sets must be considered. It is to be understood that an imaginative author may multiply the scenes and the tableaux without increasing too much the cost of sets. If the T.N.M. cannot be taken literally, it is not a 3 important sets, it can, on the other hand, stage a play with ten tableaux, which the sets may be conceived in a simple manner and may be transposed, since fantasy and poetry may be taken literally, but not realism. One can be assured that the T.N.M. will award which makes you responsible for the expense of an accident caused by you.

Reviewed in the booklet are good driving habits that will help you economize on gasoline, oil and tires, and help you save wear and tear on the car engine and body. A knowledge of the different functioning parts of the car and of preventive maintenance will save you many dollars annually. Many more facts and easy-to-follow expense charts for recording your own car expenses are included in this helpful, money management booklet.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

CLASSIFIED ADVERTISING

WANTED — To rent — House or lower duplex, 4 to 6 rooms. Modern With central heating. As soon as possible. Mr. JACK HILL, Manoir Drummond, GR 2-3445.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Love for God and man is the true incentive in both healing and teaching. Mary Baker Eddy.

Seeing The Light

The United States Chamber of Commerce is the authority for the report that, to all appearances, it is a possibility here of too hopeful that industrial unrest has appeared with this lessening of tension may have come from the worker's realization that he is doing very well, it is possible to tell ourselves with false hopes. There was this period of full between the unrespected, in real years of 1946 and 1949. It was almost equally true of the next three-year period. And, if this cycle the year another 2.3 pe was added, the year were correct, 1955 should have been another year of sharp industrial unrest. But the facts do not support that assumption. Actually

industrial unrest last year was rather notably less than in any other of the three-year periods noted. If one looks for a reason, it is not easy to find. This seemingly more peaceful attitude has not been due to any compulsion from autarkic intervention, as there had been in previous years, so, perhaps, it might not be too optimistic to assume that this lessening of tension may have come from the worker's realization that he is doing very well, it is possible to tell ourselves with false hopes. There was this period of full between the unrespected, in real years of 1946 and 1949. It was almost equally true of the next three-year period. And, if this cycle the year another 2.3 pe was added, the year were correct, 1955 should have been another year of sharp industrial unrest. But the facts do not support that assumption. Actually

Reviewed in the booklet are good driving habits that will help you economize on gasoline, oil and tires, and help you save wear and tear on the car engine and body. A knowledge of the different functioning parts of the car and of preventive maintenance will save you many dollars annually. Many more facts and easy-to-follow expense charts for recording your own car expenses are included in this helpful, money management booklet.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

CLASSIFIED ADVERTISING

WANTED — To rent — House or lower duplex, 4 to 6 rooms. Modern With central heating. As soon as possible. Mr. JACK HILL, Manoir Drummond, GR 2-3445.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Love for God and man is the true incentive in both healing and teaching. Mary Baker Eddy.

Be Very Wise With Thiamine

It's smart to know the score on the B vitamins. When any of the three essential B vitamins, thiamine, riboflavin or niacin, is low or lacking in daily diets, results can be startling. Take thiamine, for instance. Perhaps you've heard of it as vitamin B1. It's most important where good digestion and healthy appetites are concerned. If it's missed in children's daily meals, resulting poor appetites can affect normal growth and development. Growups who don't choose thiamine-rich foods probably more common than you think. Dr. Russel M. Wilder of the

industrial unrest last year was rather notably less than in any other of the three-year periods noted. If one looks for a reason, it is not easy to find. This seemingly more peaceful attitude has not been due to any compulsion from autarkic intervention, as there had been in previous years, so, perhaps, it might not be too optimistic to assume that this lessening of tension may have come from the worker's realization that he is doing very well, it is possible to tell ourselves with false hopes. There was this period of full between the unrespected, in real years of 1946 and 1949. It was almost equally true of the next three-year period. And, if this cycle the year another 2.3 pe was added, the year were correct, 1955 should have been another year of sharp industrial unrest. But the facts do not support that assumption. Actually

Reviewed in the booklet are good driving habits that will help you economize on gasoline, oil and tires, and help you save wear and tear on the car engine and body. A knowledge of the different functioning parts of the car and of preventive maintenance will save you many dollars annually. Many more facts and easy-to-follow expense charts for recording your own car expenses are included in this helpful, money management booklet.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

CLASSIFIED ADVERTISING

WANTED — To rent — House or lower duplex, 4 to 6 rooms. Modern With central heating. As soon as possible. Mr. JACK HILL, Manoir Drummond, GR 2-3445.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Love for God and man is the true incentive in both healing and teaching. Mary Baker Eddy.

Be Very Wise With Thiamine

It's smart to know the score on the B vitamins. When any of the three essential B vitamins, thiamine, riboflavin or niacin, is low or lacking in daily diets, results can be startling. Take thiamine, for instance. Perhaps you've heard of it as vitamin B1. It's most important where good digestion and healthy appetites are concerned. If it's missed in children's daily meals, resulting poor appetites can affect normal growth and development. Growups who don't choose thiamine-rich foods probably more common than you think. Dr. Russel M. Wilder of the

industrial unrest last year was rather notably less than in any other of the three-year periods noted. If one looks for a reason, it is not easy to find. This seemingly more peaceful attitude has not been due to any compulsion from autarkic intervention, as there had been in previous years, so, perhaps, it might not be too optimistic to assume that this lessening of tension may have come from the worker's realization that he is doing very well, it is possible to tell ourselves with false hopes. There was this period of full between the unrespected, in real years of 1946 and 1949. It was almost equally true of the next three-year period. And, if this cycle the year another 2.3 pe was added, the year were correct, 1955 should have been another year of sharp industrial unrest. But the facts do not support that assumption. Actually

Reviewed in the booklet are good driving habits that will help you economize on gasoline, oil and tires, and help you save wear and tear on the car engine and body. A knowledge of the different functioning parts of the car and of preventive maintenance will save you many dollars annually. Many more facts and easy-to-follow expense charts for recording your own car expenses are included in this helpful, money management booklet.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

Manager of French Services Appointed

MONTREAL — The appointment of Marc Meunier as manager of French Services, Public Relations Department, Canadian National was announced by W.H. Wright, director of the department. He succeeds Claude Melancon who retires on pension November 30.

CLASSIFIED ADVERTISING

WANTED — To rent — House or lower duplex, 4 to 6 rooms. Modern With central heating. As soon as possible. Mr. JACK HILL, Manoir Drummond, GR 2-3445.

Public Ownership

The term "public ownership" begins to worry me, I agree there are some community activities which are legitimate functions of government, but I'm afraid that the few legitimate ones are used as an excuse to make "public ownership" a popular term. In reality, it would not take very much more "public ownership" to create a socialist state in Canada.

THE BIG CRISIS OF EDUCATION

In an address to the Windsor Chamber of Commerce, Professor Marcus Long, M.A., Ph.D., of the Department of Philosophy, University of Toronto, made a point which not only merits but demands our active consideration, particularly in this day and age.

"It is often said," Professor Long emphasized, "the school is a bridge between the generations, preserving the values of the past to inform and enlighten the present. That is correct. The pattern of our life and the democratic people, can only be preserved when we stress history as a reminder of the values underlying our way of life."

"One danger of our contempor-

ary age is a concentration on the immediate, on the present; the loss of historical perspective. How else can we justify the willingness of so many people to prefer the efficiency of a slave society or the proffered security of a paternalistic government to the dignity of the free society? Only those who have not read about tyranny in the past could be so willing to risk its re-establishment in exchange for a measure of social security.

"We must develop the art of thinking and a feeling for history; we must develop a sense of values and the capacity to appreciate them. Without this we cannot develop significant persons or a free society. These things can only be developed when proper emphasis is placed on the so-called humanities, on literature, history, philosophy and similar disciplines."

Professor Long made it clear that he was not opposing vocational training or the professional faculties. He acknowledged that both of these are vital to the sort of society in which we live. In fact he said they will have to be greatly expanded to meet our growing technical needs. We need many more professional and technical men. But he did attack any tendency in them to teach only the practical subjects. To teach only practical subjects, he pointed out, is most impractical. A citizen is a citizen before he is a technician. In the vocational schools and the professional faculties more emphasis must be placed on the so-called impractical subjects.

Professor Long deplores the tendency to refer to the increased enrollment in our elementary schools as "an emergency." He makes the point that it was neither unexpected nor temporary. The number of children in attendance in the future is not likely to go below the present level. He urged his listeners to resist "as you would the Devil" any further moves to lower the standards for admission to the teaching profession. He reiterates that we are not now in an emergency situation but in a new stage of normalcy and we must not try to meet the new needs by lowering standards. His view is that Canadians can attract the right sort of people to the teaching profession only when we have a profession of which they can be proud. The teaching profession must receive the same sort of social respect given to doctors, engineers and others, and that means they must have a similar urge to maintain high standards for admission. Such standards he points out cannot be maintained unless teachers are assured an adequate salary.

Professor Long suggests that the federal government could render a service of the first order by taking over much of the financial burden of subsidizing the universities. In his opinion this would ensure the universities of enough money to get adequate staff and facilities and would release to the provinces some of the money they are now giving to the universities which they could use to supplement their present contributions to the elementary and secondary schools. The view is expressed that the high cost of education may mean that

A CASE OF ALL GOOD THINGS MUST END SOMETIME



A change in the predicted weather pattern for the next month announced by the meteorologists. The above-normal temperatures expected for the next three weeks have changed to below-normal for most of Canada. Rainfall is expected to be moderate.

Spotlight on HEALTH Science Features

Lazy Thyroids and Tired Patients

The person who "wakes up tired," physicians have recently discovered, may be suffering from the effects of a poorly functioning thyroid gland. This condition, known medically as the "hypometabolic state," is most common after age 40, and commonest in women.

Of 14,998 patients examined in a New York clinic — men, women, and children — 201 were found to be suffering from this condition. The average age of the 201 was 44.2 years; 164 were women, only 47 were men.

The commonest symptoms were morning fatigue and, in certain of their childbearing years, women their difficulties. The author of the report on the New York study writes that, "The diagnosis of the hypometabolic state should be considered when a patient complains of morning fatigue and evening alertness to the point where they frequently state, 'I wish the day was beginning when I go to bed.'"

In such cases, one or two small tablets a day of dried animal thyroid gland, or the purified extract known as Proloid, often will alleviate patients' symptoms and restore them to normal health and vigor, the doctor reported. He cited such recoveries even when the basal-metabolic-rate test did not indicate serious thyroid-gland deficiency. As a test he withdrew the medication in some cases, and the symptoms recurred.

Other symptoms of the hypometabolic state, cited by this and other physicians are a low awakening temperature, chilliness, general-



a university education will soon become a monopoly of the children of the rich or of those who live in university cities. A scholarship program making education available to the brightest children of our country is essential, according to Professor Long, to assure that one of the brains of Canada will be lost. This, he suggests, is an area in which the federal government could work without fear of violating the Constitution; it is a field in which industry could make a vital contribution.

The Education Committee of The Canadian Chamber of Commerce has given long and serious consideration to the problems of education. This work will be continued by the Committee under its newly appointed Chairman, F.E. Wolf. A great deal of discussion took place at the Annual Meeting on this subject and it is expected that during the year some progress will be made in bringing about a greater awareness and appreciation of the problem and the development of ways and means of providing satisfactory solutions.

Superscheme For Montreal

William Zeckendorf, one of the world's largest real-estate operators and New York's biggest real-estate taxpayer, is planning to reshape the skylines of at least half a dozen major Canadian cities.

According to Peter C. Newman in Maclean's magazine, Zeckendorf, whose firm controls a \$300,000,000 network of real-estate holdings, oil wells and shipping in the United States, has acquired or is acquiring downtown land for buildings that will revitalize the centres of Montreal, Toronto, Vancouver, London, Ont., and several other Canadian cities.

The plans include: Montreal: An office-building development on top of tracks north of the CNR station where 60,000 people will work or visit every day. Zeckendorf's preliminary plans envision a 621-foot-high skyscraper, tallest in the world outside the U.S., and possibly a 20,000-seat stadium, a merchandising mart, hangar-sized television studios, a theatre and a landing port for helicopters. All this, on about four and a half acres of land leased from the C.N.R., is expected ultimately to be the heart of a 23-acre civic centre that will be bigger and costlier than New York's Rockefeller Centre. This superscheme, to be called Ville Marie, will cost \$125,000,000.

Toronto: An office-building development for which Zeckendorf is now buying land in downtown area and which is expected to raise a new series of skyscrapers in the city. Zeckendorf is also considering submitting proposals for the building of a new city hall.

Vancouver: Canada's largest shopping and industrial centre in the downtown district for which Zeckendorf is now acquiring land and on which final plans have not been settled.

London, Ont.: A downtown business-building development.

"I am interested in Canada right across the board," Zeckendorf is quoted by Newman. "We are considering ventures from coast to coast." These ventures, according to Newman, will include the construction of large factories for new Canadian industries.

Although Zeckendorf is the director-in-chief of Montreal's Ville Marie project it has Canadian directors and substantial Canadian financial backing. This was one of the conditions on which Donald Gordon, president of the CNR, leased about four and a half acres owned by the railroad for the office-building development. Zeckendorf has a renewable 99-year lease and the opportunity to submit proposals for the balance of the 23-acre plot owned by the CNR. Zeckendorf has recruited twelve leading Canadian businessmen for his eighteen-man board of directors and has formed a Canadian company to carry out the enterprise and others in which he may become involved in Canada. It is affiliated with his New York firm, Webb and Knapp Inc.

As head of Webb and Knapp, Newman reveals, Zeckendorf gets a salary of \$140,000 a year, but he has many other interests. He's real-estate adviser to the Israeli governor and consultant of the New York Philharmonic Symphony Society and the Rockefeller family. He also is a sponsor of Broadway shows and in 1950 tried to buy Brooklyn Dodgers for a million dollars.

Postponed Taxes

By Joseph Lister Rutledge
It is easy for government to prove that they need the money that is taken from us and from industry by taxes to advance the programs that we people appear to ask of them. We know that all the benefits and securities governments provide for us cannot be secured without money to spend. In that regard, government is no different from any private citizen. It needs money to live and to pro-

vide a life of reasonable satisfactions. We must go that far in support of governmental taxation. But it is a little different when taxes are aimed to take away money from us, for which government has no actual need, and that must either appear as enormous surpluses, or be spent on schemes that have not been carefully thought through and may not serve the purpose for which they were devised.

This second policy of building up taxation is based on a theory that if we citizens have money we will spend it recklessly and so bring upon our heads the penalty of inflation. Frankly this theory has never appeared convincing to us or to many others. It is the needless spending of money for goods that are in short supply that is inflationary. It is not who does the spending. Therefore it is hard not to feel that, when money is taxed from us to meet no urgent need, our government is not dealing justly with us.

What about the tax income that government needs to meet its essential obligations? Is there any argument for relief here? Why yes, perhaps there is. Businesses, big and little, are looking forward to an era of expansion. That means growth, more profits, enlarging commodity markets, more jobs for the men who create the goods, and more jobs for those who must distribute and move and sell them. Now all these items or growth depend on the liability to secure the dollars to make the dreams and the opportunities practical facts, but with government taking more than half of all profits in taxes, what remains is often too little to meet the need.

That is where it might be argued that if government would forgo the immediate tax return, it would make these dreams possible. And in those accomplished dreams government would recoup any tax declines. There would be more profits to tax, there would be vastly more workers to add their share. In the end it would be only postponed tax income.

Secluded Voice

By Joseph Lister Rutledge
Labor's top brass may well have been somewhat startled at the turn of recent events in the United States. There was no question about which side most of the family figures in the labor hierarchy favored. There was even less doubt that this was expected to play an important part in the election. The big unions, and specifically the AFL-CIO committee on political education, spared nothing in their efforts to elect Mr. Stevenson. It is true that the heads of some of the smaller unions did throw in their lot with Eisenhower, but these represented less than a third of those whose leaders sided with Stevenson. The smaller unions apparently spent little money and used little influence to whip membership into line.

It is interesting then to note what happened. In the privacy of the voting booth the worker laid his unionism aside and voted as his opinions and his conscience dictated. Of course it will be urged in re-

buttal that it was the great personal popularity of President Eisenhower that weighed the scales so heavily in his favor, and that when it came to voting, for lesser offices party lines held firm with the new president faced with an almost unchanged Congress and Senate. But to argue from this that a united labor organization had determined the issue is surely wishful thinking. In virtually every urban industrial centre, where, if anywhere, the impact of a solid union front must have been felt, there was a surprising decline in the support for the candidate of the major union choice. The decline made it evident that either many workers voted independently and according to their own thinking, or what is more unlikely, labor's challenge had aroused a strong movement in opposition.

One thing the result must have done. It must have re-convinced the heads of labor that their open ballot was the only policy that could keep their followers in line. But mightn't it also be that the threat of coercion implied in this fact might convince many workers that when they want to decide and speak for themselves and not at anyone's direction, they want the privacy of an election booth?

Coming Soon Holiday Season

Here's a safety reminder from the Province of Quebec Safety League. Keep small children out of the kitchen when you are preparing dinner. Sure, your youngsters may usually mind their manners in the kitchen and stay away from hot pots and pans, but the excitement of these new dishes may get the best of them. If they try to sneak a quick peek at the boiling tragedy could happen. So make it a point to set up a play area out of the kitchen for them during your busy feast-preparing time.

They Help Us

Canada gains by the coming of the Hungarian refugees, declares The Financial Post. Since the end of the war about 1,350,000 immigrants have entered this country. They are in debt to Canada for the new chance they find here. But Canada is in debt to them for the great enrichment of our economic and cultural life. Recently it has been hard to find as many suitable immigrants as this country needs. Hungary's plight offers an opportunity not only to be kind but to practice enlightened selfishness by acquiring new citizens of value.

Borrow On Your Car . . .

\$800
Just one example . . .
Niagara Loans range from \$100 to \$1500 or more

MONTHLY PAYMENTS		
12	20	24
\$74.90	\$48.05	\$41.40

Please bring along proof of ownership of late model car.
Rates are lower on many Niagara loans.

NIAGARA LOANS

BRANCHES COAST TO COAST
217, HERIOT ST.
TELS. 2-5426
DRUMMONDVILLE
Branches in Trois Rivieres and Sherbrooke
An All-Canadian Company In Over 65 Cities.

GO BY BUS

for Economy

for example:
DRUMMONDVILLE to QUEBEC
Only \$3.00 One Way
\$5.40 Return
5 trips daily

PROVINCIAL TRANSPORT COMPANY

DRUMMONDVILLE
BUS TERMINAL
Tel. GR 2-3377

Give Seagram's and be Sure

Seagram's V.O. • Seagram's Golden Gin

Distinguished Invitations!

INDICATION OF YOUR OWN GOOD TASTE—THE CORRECTNESS AND SMARTNESS OF INVITATIONS PRINTED TO YOUR ORDER.

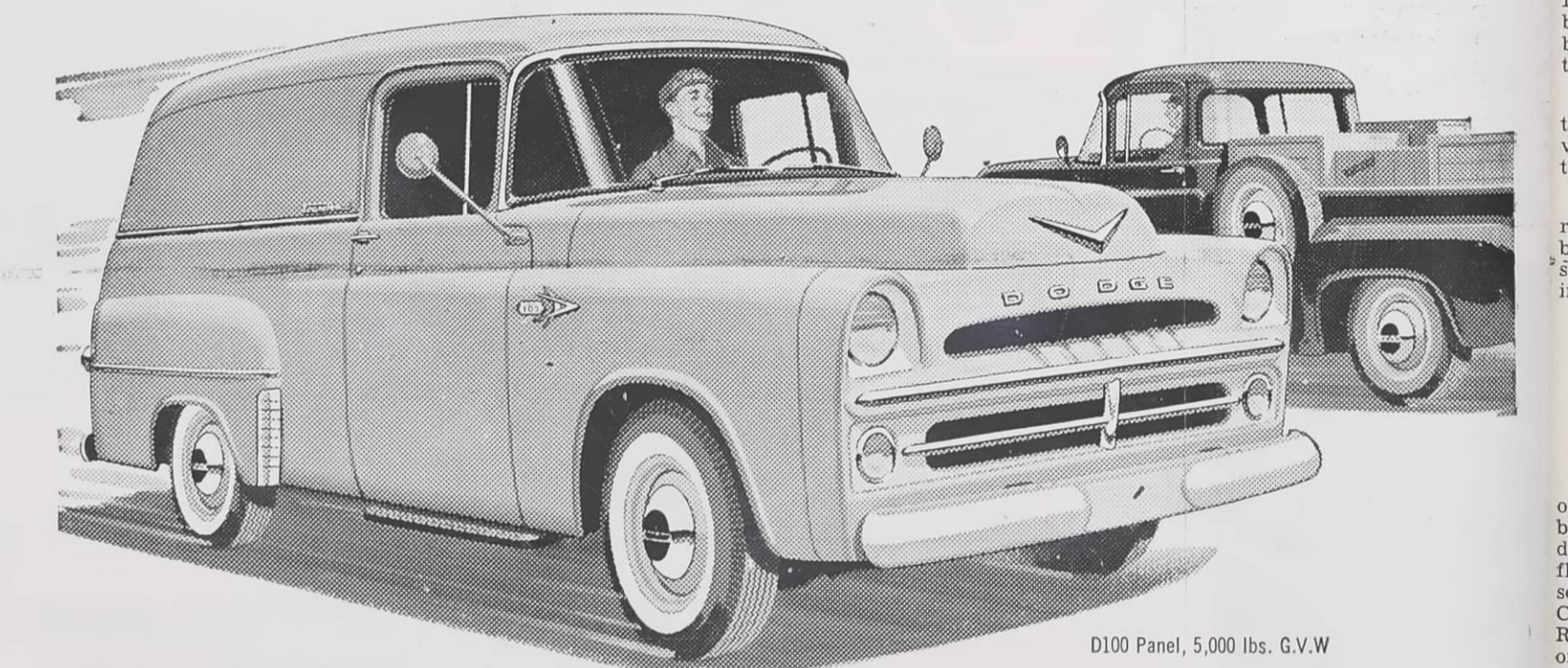
ALSO STATIONERY AND CALLING CARDS.

FOR PROMPT SERVICE, SEE

"LA PAROLE"

400 HERIOT ST. TEL. 2-5451

High-styled Dodge Trucks hit the road with new hustle, new muscle, new hauling ease



So much that's NEW for '57!

- Smart, Forward Look styling with new headlight hoods, distinctively modern grille!
 - New V-8 engines for every model. Famous, Dodge "Big Six" available, too!
 - New alligator hood has 2-position stop, opens degrees to make engine fully accessible!
 - Improved visibility with big, new, wrap-around rear window available! Full wrap-around windshield!
 - Dual electric windshield wipers and dome light, standard in all cabs!
 - New hand-brake lever lets you adjust cable slack from driver's seat!
 - New seat fabrics are tougher, more durable. New pull-type exterior door handles have safety latches!
- PLUS push-button automatic transmission! Proved in use! Driving at its easiest! Available on all 1/2-ton models.
- Chrysler Corporation of Canada, Limited

Get an eyeful of this handsome new Forward Look styling . . . get the feel of new V-8 power . . . get the story on new increased G.V.W.'s, new push-button driving, new handling and left, new comfort and safety!

This year Dodge is the style leader of the industry . . . takes all honours in modern truck design . . . makes other new trucks look old-fashioned!

But the real beauty of a Dodge truck goes far beyond its handsome exterior. Under the hood there are new, high-

compression V-8 engines for every model. And inside every V-8, you'll find exclusive dome-shaped combustion chambers which develop peak power, help eliminate carbon formation, get extra mileage, maximum efficiency from regular gas.

Come see and sample the scores of other new pace-setting advancements, too. Whatever your job calls for, there's a new Dodge truck that fills the bill to perfection. Talk it over soon with your Dodge truck dealer! Discover why these new high-styled haulers are the talk of the truck world.

From 1/2 ton to 65,000 lbs. G.C.W.—the high-styled choice for all your hauling needs



D700 Tractor and Trailer, up to 45,000 lbs. G.C.W. D500 with Dump body, 17,000 lbs. max. G.V.W. D400 with Milk Delivery body, 15,000 lbs. max. G.V.W. D300 with Stake body, 8,300 lbs. max. G.V.W. D100 Express, 5,000 lbs. max. G.V.W.

DODGE TRUCKS WITH THE FORWARD LOOK

GARAGE DANEAU & DAVID LTEE — 169 Marchand St., Drummondville
ST-FELIX DE KINGSEY — GARAGE L. GIRARDIN