

Drama Festival at Three Rivers

The Eastern Quebec Regional Drama Festival will be held at the Notre Dame Auditorium, Three Rivers, February 26th to March 3rd, inclusive, with Cecil Bellamy, noted British producer, actor and drama adjudicator, adjudicating the presentations. Receiving part of his education in France, Mr. Bellamy is fluent in French.



As adjudicator, Mr. Bellamy will decide which group will get the Regional Calvert Trophy and the \$100 cash award. He will also select the eight regional plays to be presented at the Dominion Drama Festival Finals to compete for the main Calvert Trophy and a \$1,000 prize. The finals will be conducted in Edmonton May 20th to 25th.

In his tour across Canada, Mr. Bellamy will adjudicate some 55 plays from coast to coast. In England, Mr. Bellamy has worked with such well known theatrical personalities as Tyrone Guthrie, John Gielgud and Flora Robson. For a number of years he was assistant master at Bradford College where he produced Greek and Shakespearean plays and lectured on drama. He has done broadcasts for the B.B.C. and adjudicated various drama festivals.

Large Markets And New Products

MONTREAL, Feb. 22 — Noting a slackening off in the demand for consumer durable goods during the latter part of 1956, the Bank of Montreal, in its February Business Review, just released, suggests that perhaps the brightest prospect for the long-term expansion of consumer spending on "big ticket" items lies in the development of broad markets for new products.

In view of the relationship between the rise and fall in consumer spending for durable goods and general expansion or recession in the Canadian economy, the B of M believes that the slackening in demand "warrants close examination," and this month's review summarizes the market positions of major durable goods and takes a look at "some of the important factors that might be expected to bear in future on this influential component of consumer spending."

"By far the most important of these products," says the B of M, "is passenger cars, sales of which equal in value those of all other consumer durables combined." The market for passenger cars, fairly strong throughout 1956 with total sales up 5.2 per cent in volume and 10 per cent in value terms showed only a negligible rise from the fourth quarter of 1955. A significant feature of this market last year was that shipments to domestic outlets by Canadian firms were almost unchanged, with virtually the whole net increase in units sold coming from imports.

T.V. Sales Down — Radio Up

The not altogether unexpected decline in shipments of television sets in 1956, and a market recovery during the past two years in those of radio sets, also figured prominently in the market for consumer durables. A decline of almost 20 per cent last year from the 1955 peak shipment of 765,000 television sets "may be viewed as a natural reaction from the preceding expansion," the review adds. The increase in radio sales was concentrated in specialty items not in direct competition with T.V., such as clock radios and portables, and in low-priced motel sets.

Increased competition from imports in mechanical refrigerator and home-freezer lines is noted by the review, which states that shipments of refrigerators to appliance stores fell by around 4.5 per cent last year despite the establishment of new records in two important demand determinants, namely consumer income and new housing completions. The demand for home-freezers has been "one of the more buoyant sectors of the consumer durable field," observes the B of M.

The market for washing machines differs from that of other consumer goods, the review says, in that sales in the 1950's have been below those of the late 1940's despite respective



The authorities of St. Joseph's Oratory state that Brother Andre's beatification is possible within three years and probable within five years. With this in view they have established a program of interior decoration to begin immediately. The first step will be the decoration of the choir. This picture illustrates the work to be done in 1957. The dome (1) of the choir will be decorated with gold leaves; the rear of the apse (2) will be covered with red marble; the colonnade (3) will be coated with antique green marble mosaic; and the capitals (4) of columns will be decorated with golden mosaic; the great arch (5) depicting the life of St. Joseph and the grille (6) of the choir are also shown.

increases of 23.3 and 9.5 per cent in 1955-56. Much of last year's rise in volume of factory shipments was in automatic rather than conventional machines. It is noteworthy, however, that conventional machines still outsold the automatic varieties by more than four to one, whereas in the U.S. automatic types outsell the conventional by three to one.

The near-term outlook for sales of these products is clouded by the uncertainty surrounding the prospective availability of consumer credit, the review says. There is also the more fundamental question of the extent to which the physical requirements of Canadian families for these goods have been satisfied

by the high level of sales in the postwar period. "But if the experience in the United States is any guide," continues the review, "the brightest prospect for a continued expansion of consumer expenditure on durable goods lies in the development of broad markets for new products. The automatic washer and its companion piece, the automatic dryer, electric ironers, air-conditioning units, humidifiers, dish-washers and home-freezers are all items that have as yet been purchased by only a relatively small segment of Canadian families. None of these can be expected to meet with the immediate mass response that has been associated with television.

"But," concludes the B of M, "they add to the comfort and convenience of home life and may therefore appeal to the rapidly growing group of families in the middle-income range that are in a position to acquire the 'big-ticket' items that make for a higher standard of living."

New St. Justine's Hospital to be opened next summer

MONTREAL — St. Justine's Hospital will definitely move next summer from its present quarters on St. Denis Street into its new buildings on Cote St. Catherine Road. This announcement was made officially at the last meeting of St. Justine's Building Fund Committee by its president Brigadier J. Guy Gauvreau.

In his address to the members of the Committee, Mr. Gauvreau emphasizes the fact that this event will take place in the middle of a whole series of celebrations marking the Golden Jubilee Year of St. Justine's Hospital. Special functions will be held throughout the year, first to mark the Fiftieth Anniversary of the hospital, then to coincide with the moving and the official opening of the new hospital, considered by many as the last thing in the field of children hospitalization.

Following the official inauguration, special days will be organized for groups who closely identified themselves with the hospital which is dedicated to the service of all children of Quebec province. The public will also be invited to visit the new hospital, as its officers wish that as many as possible get the opportunity to judge the importance of the institution and the immense value of its research, education and hospitalization services.

President Gauvreau recalled that in 1908, St. Justine's Hospital had 34 beds and that 175 patients were hospitalized during that first year. The new hospital will have more than 800 beds and will be able to hospitalize more than 20,000 patients per year. One can easily picture thus the considerable expansion of the hospital since its founding, in 1907.

After rendering a special tribute to all those who, by their perseverance and their determination, have made it possible for St. Justine to carry on, over half a century, its humanitarian mission, Brigadier Gauvreau announced that a fund-raising campaign would take place in November to cover the balance of the cost of the construction and the installation of the new hospital.

"In fifty years," said the president, "267,798 patients were hospitalized at St. Justine's; 1,992,578 out-patients visits were given; 2,572,260 prescriptions were issued; and days of hospitalization have totalled 4,680,440 during that period. Moreover, more than 2,000 doctors and nearly 3,200 nurses from St. Justine's and other affiliated schools have benefited from the courses given by the hospital.

Music — the organ, filling the vaulted spaces; the thrill packed symphony flooding its listeners with the full gamut of emotions; or the sweet voice of the child next door.

Last Week Answer

ACROSS
 1. Girl —
 6. Sharp, as a razor
 11. Heart artery
 12. " —
 13. Of a tube
 14. Belgian red marble
 15. Nova Scotia (abbr.)
 16. Anger (colloq.)
 17. Close to
 18. Semblance
 20. Abounding
 22. Exclamation of contempt
 25. Species of iris
 26. River (Fr.)
 28. Greek letter
 29. Playhouse
 31. Lively
 32. Public notice
 33. Pious
 36. Prisoner of war (abbr.)
 37. Arabian chieftains
 38. Assumed name
 41. Catkin
 42. Girl's name (Russ.)
 43. Balls
 44. Little cat

DOWN
 1. Perched

19. Doubt
 21. Assam silk-worm
 22. Morsel
 23. Basement entrance
 24. Flock
 27. Tree
 30. Strike
 31. Carried
 33. Apportion
 34. Girl's name
 35. Contended

36. Fastens
 38. Viper
 39. Comedian
 Holtz
 40. Speak

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Fish Finder

Where are the fish? New electronic fish finder, for use in salt or fresh water, leads the angler right up to the fishing spot. Reports The Financial Post. Indicates the size, number and location of the fish without disturbing them. The portable unit measures less than 1 sq. ft., weighs approximately 26 lb. and can be operated from six-, 12- or 24-volt battery.

How To Lift

Doing much lifting now-a-days? How's your back? If you do any lifting, rearranging the furniture in the house... lifting a lot of feed in the barn... or piling things on the truck... remember these safe lifting tips from the Province of Quebec Safety League: Get close to the object to be lifted, with firm footing on the floor or ground. Get a secure hold on the object. And push yourself up with muscles in your legs and not your back. If the load is too heavy, get help. Remember that a wrenched back can keep you off the job for a very long time.

Dart Contest At Sherbrooke Sunday

Sherbrooke. — Applications for the second annual Provincial Darts Tournament, to be held at the Sherbrooke Armoury Feb. 24th, are presently being accepted, Warren Berwick, chairman of the tournament organizing committee announced yesterday. At stake in the tournament, open to all dart players in the Province of Quebec, are \$500 in cash prizes as well as the Dow Trophy, emblematic of the men's provincial championship, and the J. P. Perreault Trophy, symbolic of the women's provincial championship. Mr. Berwick stressed all applications should reach the Sherbrooke Armoury by Feb. 22nd. Details of

PUBLIC NOTICE

According to the law of the Provincial Quebec Legislature of 14-15 Georges VI, Chapter 42, Sanctioned on the 14th day of March 1951, notice is hereby given of the registration in the Registry Office Division of Drummondville on the 4th day of February 1957, under the No. 132,229 of a general assignment and transfer made on the second day of February 1957 by Cloval Inc. whose principal place of business in the Province of Quebec is in the Judicial District of Arthabaska to the Provincial Bank of Canada, of all debts and books accounts present and future as now accrued, owned to, or owned by, and which may accrue, become owing to, or owned by, the said Cloval Inc. Dated in Drummondville This 4th day of February 1957. The Provincial Bank of Canada. 8-22 fév.

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