

IN THE ARMY

Men of the Middle East detachment of the Royal Canadian Engineers at Abu Suweir, Egypt, are gunning for whoever stole their

They're particularly annoyed because they had just installed the pole to fly the pennant presented to them on their departure from Camp Chilliwack, BC, for the Middle East by Col. Robert J. Carson, commandant of the Royal Canadian Honor To Miss School of Military Engineering.

The RCE detachment — well known to all contingents of the Joan Killoran United Nations Emergency Force for their ingenuity in producing

IN THE RCAF

of the detachment.

Grostenguin, France.

Scotland, the 18-ton twin-jet fight- choice. ers reached their destination last rival at No. 2 RCAF Fighter Wing by Air Vice Marshal H. B. Godwin, air officer commanding the 12 Squadron Air Division.

Following the official greetings, Wing Commander K. B. (Butch) Handley of London, Ont., officer commanding the squadron, was welcomed to France by Squadron Leader Claude Bourque of Moncton, N.B. and two other pilots. S/L Bourque wore a colorful ceremocommanding 421 Red-Indian Sabre squadron. S/L Bourque extended the squadron's ornately carved peace pipe to W/C Handley as a sign

Canada's NATO Air Division now consists of 10 Canadian-made all-weather jet fighter squadrons. Two other allweather squadrons are scheduled to arrive in Europe later this year. They will be located at Zweibrucken and Baden-Soellingen, both in Germany.

and built in Canada, is powered by two Orenda engines. Its wing span is 52 feet and it measures more than 10 feet from the ground to the of the aircraft is a complex maze of which guide the interceptor unerringly onto its target and automatically fires its weapons.

IN THE NAVY

mas Scott Murray, of Victoria, tossed a bottle containing a note overthen struck out for the open sea.

square miles and thousands of Central and South Pacific islands to



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DRUMMONDVILLE, FRIDAY, MARCH 1st, 1957

The Drummondville Health Camp to be Rebuilt Soon

Miss Joan Killoran, Celanese hard-to-find items - had built a Square, Drummondville, Quebec splendid metal flagpole to fly their has been elected to McCall's Patterns' Teen Fashion Board for the After a formal pennant-raising 1956-57 school year, according to an ceremony recently, the flag flew announcement by Kit Mason, School for just one day. It was brought Service Director of the Pattern down carefully at sundown and Company. She is one of 700 senior next morning the pole had vanish- high school students from all over the country nominated to the Board Rumours that it was the work by their hime economics teachers of the Sappers detailed to raise the on the basis of sewing skill, fashion flag at sunrise are considered un- knowledge and school leadership. founded by the officers and NCOs Only one student from each school is eligible.

As a member of the Teen Fashion Board, each girl is deemed quali-The Flying Eagles of the RCAF's fied to act as an advisor to the de-423 Fighter Squadron, the second sign department of McCall's Pat-CF-100 all weather unit to join Ca-terns, and is sent special advance nada's North Atlantic Treaty Or- fashion material from New York ganization (NATO) Air Division throughout the year. Every Board have reached their new base at member also receives a membership certificate, card and pin, a subscrip-Flying from Montreal to France tion to McCall's "Today's Teens," via Goose Bay, Lab., Iceland and a McCall's Pattern of her

Not Masters

The public interest was extremely well served by the decision of acting Chief Justice Laidlaw, of the Ontario Court of Appeal, in the case of two Toronto men, who sought damages for false arrest nial Indian headdress as officer Financial Post. The judge said, in and imprisonment, declares The giving his ruling, that the police have no right to force a citizen to identify himself and have not unlimited freedom to lock up members of the public on suspicion.

This judgment, according to Sabre squadrons and two CF-100 counsel for the police, will make police work more difficult. No doubt it may do so; but the community is not being managed and operated for the benefit of the police. They are the servants of the public, not the masters.

If the day ever comes in Canada when anybody at all may be pu in jail because a policeman doesn't like the look of his face or his running shoes (in the case here retop of its canopy. Inside the nose shoes that attracted police suspiferred to it was a pair of running cion), then Canada will be a police radar and electronic equipment state; and that means a condition of servibility, compliance and oppression that Canadians will certainly not accept.

Anyone interested in figuring out long odds might spend the next few years trying to work out the astronomical proportions of this

A couple of years ago AB Thoboard from the frigate HMCS Antigonish off the coast of California. The bottle presumably drifted south along the California coast and About two years and some 3,000 miles later it was washed up on the shores of Midway Island - last outpost of the Hawaiian chain. There it was found by Warrant Officer Raymond L. Scharback of the United States Navy, who reported his find to AB Murray.

Thus in an area of millions of choose from, the bottle, true to its Dr. Gilles St. Onge who has been ber of teenagers do not even comnaval origins, picked a spot inha- elected president of the St. Croix plete high school, let alone college. bited by friendly naval personnel. | Hospital Medical Bureau to succeed | The U.S. Office of Education says ly attributed to parental attitudes. It all makes one a little humble Dr. Aristide Gendron. Other officers that only 55 per cent of students Other reasons cited by principals have the Fair Ground utilized as just to think of it — but it has yet are: Dr. Irenee Dufresne, vice-presi- who enter high school stay to gra- show some home responsibility — industrial sites; to be established that bottles will dent, and Dr. Laurent Masse, se- duate. succeed radio as a method of na- cretary. Twenty-five physicians are "One of the most alarming as- absence," "broken homes," "falling out in favor of the Council for im-

members of the Bureau.

A group of students at 1 Technical Training School, RCAF Station Aylmer, are depicted receiving on the

job training in the guardhouse of this Station. In the photo AW2 Sharon Clarke demonstrates the proce-

dure for filling out an Investigation Report. Left to right in the photo are: 243059 AC1 Denis Verville, 20,

son of Mr. Gerard Verville, 642 Moisan Street, Drummondville, P.Q. (transferred overseas); 238175 LAC

JJB Morin, 23, son of Mr. Etienne Morin, La Redemption County, Matapedia P.Q. (transferred to RCAF

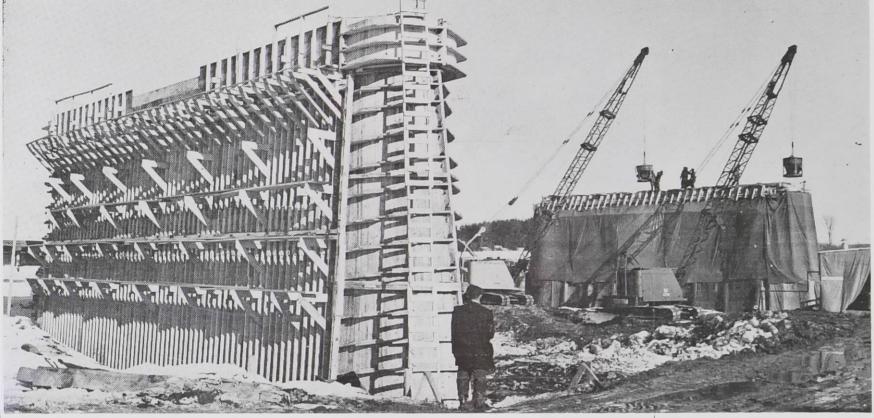
Station Lachine, P.Q.); 233021 AC1 George Yvon Belanger, 21, son of Mr. and Mrs. Rene Belanger, 60

College Ave., St. Marie De Beauce, P.Q. (fransferred to RCAF Station MacDonald, Manitoba); and seated

133423 AW2 Sharon Jean Clarke, daughter of Mr. and Mrs. Gordon Morris, Hydro Road, St. Catherine,

Ont. She is on contact training until her course commences,





The most active spot in Drummondville for the time being seems to be St. Francis river where a new bridge is under construction. Around 100 men are working there. Above, a general view of the building area. Below appears the second pillar out of seven which will support the

To Promote Industry in Dr'ville As Good As Your The Chamber of Commerce Sug-

55% Of Pupils In High School

in a firm tradition that families do the next 10 years." their utmost to keep children in means personal sacrifice.

pects of the whole problem is the behind in studies."

fact that the number of "dropouts" is expected to increase in the next few years," says the Office of Education. "Although the high schools are increasing their "holding power", they are not increasing it is fast as the Bureau Americans have a deep respect of the Census says the high school age population will be growing in

Why do pupils drop out of school? school as long as possible, even if it When this question was put to high school principals in one large For as parents well know, the Eastern state, they came up with through its industrial committee, ercise, lubrication, tightening. The submit while English words are Nasser said or thought? more schooling that children are a dozen or more reasons. Some argued that at least two firms trick is to slightly elongate (to given a new and ugly interpreture prospects. With respect to they simply could not cope with earning power alone, studies by the the work, the principals said. In have been available. Following disconclusively that the higher the frankly admitted that the schools has been appointed to prepare doll manner, roll head around to many long years. It suffered no defor a quarter century, where would education, the higher the income share a measure of responsibility. plans of a 40,000 s.f. building. Their answers also indicated that Nevertheless, a considerable num- parents also share responsibility for

"dropouts. Many of the dropouts were blunt-

Also blamed were "lure of Here again parents can be influential in keeping their children in is approved in principle;

Bureau of Labor Standards points mase streets. out, even in times of high level employment of adults, unemployment of youth is a large and severe problem. It becomes even movere problem. It becomes even incre acute when unemployment spreads among older workers.

Investigate

leave school early and cannot find jobs the problem is not only one For the first time in history, a of unemployment but delinquency Hollywood motion picture camera as well. Says the Bureau of Labor crew and newly shot film had been Standards: "When young persons called upon by the Civil Aeronauin this age group want jobs, or are tics Board in its investigation of a unable to find or keep the right fatal air crash. kind of work after a reasonable The recent collision of a transperiod of searching, the resulting port plane and jet over San Feras workers and as individuals."

youngsters of working age had out- camera. side jobs while attending school.

pay no attention to safety rules re- collided - vital information they marks the province of Quebec Sa- needed. fety League. Three out of five pe- Assisting in the re-enactment of destrians killed are over 5! Alder the crash filming were Ralph Woolare not as spry as they once were: Dick Ross production, and Bill Wade, they should be extremely careful head of the camera department of when crossing, whether they have Republic studio from which the cathe right of way or not!

With the new Spring coiffure gests the Erection of an Ininclined to be upswept and with such a system. In the field of ato- The United States has shown that a raised line to the hair - more mic energy, the Baruch plan of it is willing to give full consiattention will focus, says famed 1946 was such an attempt. cosmetician Helena Rubinstein, on At a time when only the United posals which might succeed. It will At the regular Monday session, the neck and chinline. You'll have States possessed the technical surely continue to do so. the Drummondville Municipal to watch a heavy jowl line, a Council analysed a bunch of sugcrepey throat. Otherwise the younggestions from the local senior Chamber of Commerce; one with er-face look achieved by the upward sweep of the hair is lost. regards to the building of an in-

dustrial plant in the limits of the . This means three beauty routines city to accommodate outsiders who and a make-up trick. The chin-andwould have operated here on the lessen (jowls) the make-up so that tation? This has happened to the the Khedive \$20 million of Egypt's

cussion, architect Ferdinand Blais almost to chest. Limply, in ragged- lived under colonial status for of sorts, and Egypt's good genius describe complete circle, to right, to gradation or hardship but rather Egypt be today? Among other resolutions put forleft. Always at night and at least grew in power and purpose and

> Rubinstein's just-on - the - market out difficulty, without opposition scientific Special Throat Formula, and without bitterness. We who with its emollient oils that absorb so helps firm a crepey throat.

well-known Contour-Lift Film, with has been an argument in the ture possible. its replenishing oils and astringents. Egyptian dispute. It has been used It helps to tighten sagging jowl to explain Egypt's course as a desperate, in ruin and utter misery lines, to reduce puffiness under the natural outburst of national feeleyes. It can be used as overnight ing and that of Britain and France hopeful and modern, reasonably to cleanse face thoroughly first with and predatory colonialism.

Both these products are included protectorate there. Egypt was a a champion of freedom and right in a special combination package, disunited, poverty-stricken stretch against a predator. for limited time only: the 4 oz. of sand more fought over by Contour-Lift Film and 1 oz. Throat nomadic tribes than its value come? How much confusion in

A \$15,000 Subsidy From Provincial Government Will Help Perform

and girls can be anticipated for ters of the neighboring. soon. In fact, Dr. Jean-Marc Morin, president of the local Richelieu Club, who sponsors the ini- the club will undertake erection so tiative, announced early this week that camp might be terminated for the provincial Government promis- summer vacations. A draw is now ed a \$15,000 subsidy as its part in in full swing, its output scheduled the rebuilding of this summer res- to be affected to camp furniture. ort for the youth. The above sub- Besides, the camp needs ranges, residy was obtained through efforts frigerator, tables, chairs, etc., all

Through the co-operation of M. cial Legislature. As one recalls, the P. Robert Bernard and the commu- camp was destroyed by fire during nity, the rebuilding of the Drum- the New Year's holidays period. mondville Health Camp for boys Fire was set apparently by youngs-

Dr. Morin told our reporter that of Mr. Robert Bernard, M.P. for things which will be bought with Drummond County in the Provin- citizens' donations.

American Disarmament Policy

Traditionally, in times of peace, knowledge to construct atomic conscription. As soon as the danger used for peaceful purposes only civilians again.

So, after the First World War, in its bundaries. millions of American soldiers we- During the Eisenhower Adminisre brought back from Europe and tration, the United States has adrapidly demobilized. After the Se- vanced a number of new approachcond World War, a U. S. military es in the hope of finding a realistforce numbering approximately 11 ic formula that all nations could million men was reduced - with- accept. in two years - to about two mil-

munist aggression became plainer, posals for mutual aerial inspection the number rose slowly again, un- and exchange of military informtil, during the Korean War, our mi- ation between the United States and litary forces numbered about four the USSR. Later that year, these million, Again, after that war, the proposals were introduced into the number was reduced, until today United Nations, and the United the United States has fewer than States agreed to couple this propothree million men under arms. sal with one made by the Soviet

long tradition of anti-militarism, we spection. The U. N. General Assemhave come to realize that unilate- bly subsequently approved both ral disarmament by Americans a- plans.

troy the world as we know it. Se- such experimental purposes. ondly, with nuclear weapons, longmensely.

attack

reach international agreement on policy, there is no fixed approach.

the United States has maintained bombs, this country offered to plaonly a small volunteer armed for- ce its special knowledge and its ce. In times of great danger, how- atomic stockpile under dependable ever, the nation has had to build international control and inspecup its strength through military tion. These resources were to be was past, the soldiers went home but the plan met with Soviet reas quickly as possible and became jection and the refusal to permit such international inspection with-

In July of 1955, President Eisenhower — at the Geneva Summit However, as the danger of Com- Conference - first hade his pro-But while as a people we have a Premier for mutual ground in-

lone would be dangerous, probab- Again, in 1956, the United Staly disasterous. The development of tes - at the London meeting of new, fantastically destructive nu- the Disarmament Sumcommittee clear weapons has made disarma- - proposed a way in which mument a universal problem - and a tual aerial and ground inspection problem that urgently demands so- could be tried out. This was the "test-strip" plan, by which small First of all, a major war waged areas of the United States and the with nuclear weapons could des- Soviet Union could be utilized for

in January range aircraft and new guided mis- the U. S. made still more new prosiles, the danger of deadliness of posals: for advance registration of a surprise attack has increased im- nuclear tests, for international control of outer-space missiles, and Therefore, the problem of dis- for limited troop reduction concurarmament has become increasingly rent with the establishment of the the problem of setting up a con- first stages of international inspectrol system — including internation- tion. The purpose of these new proal inspection — under which all posals is to make possible a new nations could gradually disarm start toward the comprehensive and without exposing themselves to assured disarmament the world must ultimately reach.

The United States has made and Although inspection is the fixed is still making serious efforts to element in American disarmament deration to any disarmament pro-

Misused Word

By Joseph Lister Rutledge word 'colonialism', but we at least canal securities; if she hadn't sent ward by the Chamber are the fol- twice daily. More often if you have dignity. When the time came that Britain's enemies would not deny he time.

Canada felt herself ready to walk
Lubricate the throat with Helena

Canada felt herself ready to walk
alone, she made the change, withknow colonialism should be slow to rapidly and lubricate deeply. It allet those who know it by hearsay police and prison systems, cam-

Tighten with Helena Rubinstein's Yet this new version of a word

of hope when the Frenchman used word?

great dream of a canal through the waste. If he had not dreamed, and if France had not led in underwriting the project, who today Is it reasonable that we should would be caring what President

Ferdinand De Lesseps dreamed his

plished. He lifted Egypt from the brink of bankruptcy. He established justice there, remodelled give the word an ugly connotation. paigned for public health and education. He organized vast irrigation schemes that made agricul-

Lord Cromer found a country and without hope, and left it face-and-chin treatment, (be sure as another manifestation of selfish contented. Yet, now we are told that a posturing demagogue, using Deep Cleanser) and as firming base There was no national spirit in colonialism's benefits as a rostrum, modern Egypt prior to Britain's should be permitted to appear as

Formula — a \$10.50 value for on- warranted. It was given a measure thinking can spring from a mis-



Mrs. Leo Loiselle awarding the Dow Trophy to Mrs. A. Thayer, captain of the Celanese Curling Club, at the closing of a bonspiel grouping female members of the Celanese and Drummondville Curling Clubs. Also on the photo, from left to right, Mrs. Blackwell, vice-president of Celanese

Allied Artists' "The Persuader."

previous knowledge that the crash occurred near the 25,000-foot level, the investigators have been able to determine within a 100-foot mar-It is false to think that most pedestrian fatalities are wild kids who destrian fatalities are wild kids who

lack of activity, the frustration and nando Valley was captured on film In response to a CAB request, the

Knowing that angle and with the

people should remember that they sey, director of production on the mera equipment was rented

discouragement have serious and by camera operator Rod Tolmie lasting effects on their development while photographing a scene for For many parents, the problem of a teenager "lured by a job" or shooting of the scene in which the who "needs to earn money" has crash appeared was re-enacted. By

been answered by encouraging putting the film frame into the their children to seek part-time camera's aperture and superimposwork, provided of course that it ing the landscape upon it, the cadoes not interfere with studies. mera was focused exactly as it was Time and again this approach has at the time of the crash, thus debeen successful. Over the last de- termining the angle of the crash cade as many as one-fifth of in relation to the position of the

1—The Chamber should like to "social maladjustment," "excessive 2—Congratulations are carried proved street lighting; 3—A school zone is desirable at job" and "need to earn money." corner St. Jean and des Ecoles;

dustrial Building.

4—Annexation of Grantham West 5-Mercuric lighting is urged for As the U.S. Labor Department's St. Jean, St. Marcel and St. Da-

The DRUMMONDVILLE

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SUBSCRIPTION RATES

Canada, one year \$2.50 Canada. six months \$1.50 Foreign, one year.... \$3.50 Foreign, six months \$2.00 Department, Ottawa.

Prevent Home Accidents The rate of deaths from home accidents decreased 40 percent from 1928 to 1955. This heartening fact is a great credit to all the organizations which have contributed to the prevention of accidents in the home. All kinds of organizations help: official

and voluntary, business and industry. All levels assist: national, state and local. Most activities which hel pto prevent home accidents are part of general safety or other programs. Integrating home safety cedure which is most appropriate for most velopments are sure to lead to improved Presides at Sitting groups. Of course, certain organizations procedures for determining which of all devote enough time and money to home possible home safety activities are most safety to require full-time coordinators, or effective in the prevention of home injueven a home safety unit consisting of servies.

veral professional people. cessary for home safety because we are tinued success seems assured.

minary warm-up antics are start- and headlines record his misery. kes, don't lock them. It takes longing, warns the Canadian Highway "The driver", says CHSC, "who er to stop when the tempera Safety Conference. Days are lengthening and the warming sun will play strange tricks on bors high driving in the driver, says Crisc, who is near melting than at zero or below. Braking distance, CHSC replay strange tricks on bors high driving in the driving and the same bors at 20 miles an hour on glare. play strange tricks on bare high- driving is the driver most likely cords, at 20 miles an hour on glare ways running with smelting snow.
For example, says the Conference,

Over-confidence is a dangerous

ice is more than twice of the sample is a dangerous of the sa late afternoon sun dries off one attitude for winter drivers, notes Only show-offs spin the wheels

3. Distress 19. Footed ACROSS signal 4. Skill 1. Leaning Tower of 20. Consoled 5. Conscious 5. Constel-22. Lively 6. Smell song 23. Brilstrongly 7. Fish 9. Person 8. River liant under (Venez.) 24. Streets 9. Cries, as 10. Displays 25. Dry, as 12. Live

a cat 13. Eagle's nest 11. Autumn wine 15. Land 30. Part of measure 18. Site of 32. Barks

20. Lettuce 21. Ozone 22. Crazy 23. Music wand 25. Met a 26. Baking 27. Sprite 28. Guided 29. Plant 33. At home 34. Addition 36. Songs for 38. Surface 40. Weird 41. Efts (Dial. 42. Oranga-red 43. Cushions

15. Chest

16. Sodium

DOWN 1. Fairy 2. Began Need a "Lifter"? Have a Brading's,



trying to reach more than 160 million people living in more than 40 million homes. Naturally, the efforts of a single organization help; but it takes all of us working together really to do the job that needs to be done.

One of the first steps in the development of a cooperative program is to find out who is doing what for home safety. National organizations working together as the Home Safety Conference decided to make a systematic collection of such in-Authorized as second class matter by the Post Office formation and to call this the Home Safety Inventory. In 1955 an experimental or "trial run" was made, and this year the DRUMMONDVILLE, FRIDAY, MARCH 1st, 1957 Kellogg Foundation awarded a grant to assist in establishing the Inventory on a con-

The Home Safety Conference Inventory Committee wisely directed the staff to conduct the Home Safety Inventory as a program procedure — a tool to be used for the development of local and State home safety programs. The Inventory is a specific and easily understood procedure which facilitates cooperative effort and lends to continued cooperation on other

Likewise, self-evaluation is a part of the Home Safety Inventory plan. Further de-

Many organizations are working toge-Organizations can do a better job work- ther for the 1956 Home Safety Inventory ing together than they can working sepa- to continue the steady decrease in the rate rately. Such united effort is especially ne- of deaths from home accidents. Their con-

side of a hill, but the other side, in the cold shade, glistens with neatest type of death trap nature want to live and see spring. It has devised — hidden glare ice, warns, "You can't change direction as fast as you can your mind, Although it will likely be a full on a down-grade. two months before spring comes to all of Canada, even now its preliminary warm-up antics are start, and handlines record his minary warm-up antics are start, and handlines record his minary warm-up antics are start, and handlines record his minary warm-up antics are start, and handlines record his minary warm-up antics are start, and handlines record his minary warm-up antics are start.

39. Girl's name

when starting away. Wise drivers accelerate slowly at first because pinning wheels mel tthe snow and decrease traction. In a skid, never se the brakes. Turn the steering the direction of the skid until Victoria, B.C., is the second is under control, then pump the woman ever to preside at a brakes to stop or slow down. At sitting of the Canadian Senate. Il times stay a safe distance back | She was acting speaker during

ice is more than twice as far as at

the vehicle in front. One of the most ominous — and was acting speaker on a previous reacherous - of winter perils is occasion. carbon monoxide gas. It can't be given the slightest opportunity. clear. motor running or you may not wake up!" warns the Conference. spout a speeding car in a skid or spout a speeding car in a skid or eyesight. sh air circulating while trying to beat the light or just bethe car is moving and if exhauts fu- ing di mes become evident, have the car er and need a recheck. The Conferen-

ce says "Only you can lose if you neglect this danger." Hurricane drivers Weather bureaux cal a wind of

ricane, and a car driven at that speed can be just as destructive of life and property as any hyrricane.

The vital significance for people today of Jesus healing works will be emphasized at Christian Science her step to achieve better health coability to hold the road, and its mechanical efficiency; whether the road is rough or smooth, level or heard; how that the blind see, the hilly, curing or straight the driv- lame walk, the lepers are cleansed, is aimed at finding ways to cut

gers of skid and stall. Windshields ahship."

-Central Press Canadian Mrs. Ama Diebolt has had peculiar orders in from a 70-foot log to be used as a boat keel to her career as importer, but even she is surprised out-of-print books. The first burros she imported at the enthusiasm for Mexican burros. She set up business in Vancouver during the war, answering wife. Now she has orders for 50 more, mostly wife. requests for hard-to-get items. After the war from persons who want to make pets of the 40just continued on and now her requests range inch-high, patient, donkey-like animals.

THE DRUMMONDVILLE SPOKESMAN, DRUMMONDVILLE, FRIDAY, MARCH 1st, 1957 Progress on New Brunswick Power Project

but only for party affairs. I decided, in a moment of parental affection, to buy her half a dozen pairs, because I know how an active oungster can provoke runs in ose gossamer creations. The young lady at the lingeric ore immediately noted that I was male, somewhat embarrassed is store that seemed all frills and

ace, so she brought out the most xpensive and sheerest hosiery in "But look, I said, "my daughter's ust a kid . . . they horse around ike young animals . . . I want so-

ething strong." "These", sighed the lovely blonde, are so beautiful and she'd get ch kicks from them. And it's vise, buying six pairs at a time, ecause you can pair up the ones vithout runs. Bisides — if you buy ow, you'll save, because nylons ust have to go up in price . like everything else."

'Seems to me", I said, scuffing y toes on the rug, "that they cost

The blonde raised her cute lit-

tle nose. "Nylon hosiery", she said, "hat not increased in price anything like other things. As a matter of fact, stockings are cheaper now than they were 10 years ago, so they are absolutely certain t go up - they just have to". Logic like this, and a pair of very attractive blue eyes looking over the counter at me, completed the transaction. I'm a pushover for logic, I guess.

But once the deal was completed and the clerk and I got chat-Health insurance has become big usiness in the United States. And is sure to get bigger.

ty, she told me, with a nice little smile, that she bought heavier nylons for everyday wear and the sheer kind only for special occa-Today some 110 million Americans — or roughly 70 per cent of the total population — own such insurance, under consultation and the such as a single kind only for special occasions. She also told me she came from a farm near Winnipeg, and that she's finding it tough paying the such as a single kind only for special occasions. She also told me she came from a farm near Winnipeg, and that she's finding it tough paying the such as a single kind only for special occasions. nsurance under one plan or anther. Within the next ten years, food, and bus tickets. eport informed medical sources, "Everything's up in price," she

this figure will rise to between 80 said, "and I wasn't kidding when I told you nylons will be sure to Major medical insurance plans—designed to meet the cost of expensive, long-term sickness — are rowing. Several Blue Cross and lue Shield plans are according to told you hylons will be sure to go up. All the girls in the store are stocking up but we all agree that nylons and other clothing, haven't shot up like other things." e Shield plans are expanding And then blushing a little, she eir coverage to cover the cost of admitted that she'd sold me the uch illnesses. New labor health most expensive stockings in the What's more, there's a recent and do that — why not?" portant trend in industrial Well, why not? If the worst thing

alth insurance. It stresses preven- I ever do is take home a parcel o ve medical care. As A. J. Hayes, stockings a little too sheer to be sident of the International As- practical and I guess I'll be all ciation of Machinists, puts it, right. such coverage represents "a switch in emphasis from insurance against the high costs of neglected health pretty and I liked her. She had the high costs of neglected health to repayment for those medical services which are basic to the maintenance of good health."

Indicated health is neglected health to repayment for those medical services which are basic to the maintenance of good health." after I left the store, she'd forgot-

As a pilot project in preventive ten I existed. But I hadn't forgotmedical care, his association re- ten what she said. cently sponsored a series of screen- When my wife's eyebrows went ing tests on one thousand St. Louis up at the sight of six pairs of ultra sheer nylons, I was ready. "Got a from the exhaust into any car if and rear windows must be kept ed to reveal conditions like tuber-bargain", I said. "Nylons are going culosis, lung tumor, syphilis, heart and circulatory diseases, malnutriit prudent to get these for Sally motor running or you may not Every intersection may suddenly tion, diabetes, and poor hearing and now. Boy, when you've a family, you've got to watch the trends!' Ambrose Hills

such tests will make union workers more aware of the current state checked at once. At winter's end, "The next intersection may be of their health and the importance hose connections and heater sys- the one YOU will remember for of early diagnosis and treatment. tems are always the worse for wear the rest of your life — if any." He says the tests are also designed to make insurance companies mor aware of how preventive medicine Healing Work can hold down the number of claims under existing health plan

life and property as any hurricane. If an accident occurs at 75 mph the victim is nine times more likeScriptural passages in the Lesing concern called U.S. Industries, ly to die than at 20 mph. Safe speed must be judged by several factors: the blinding and hiding power of the blinding and hiding and snow, fog, rain, darkness, even questioned his mission (Luke 7:22): health and welfare benefits in nebright sunlight; the car's power and "Then Jesus answering said unto gotiations with private industry.

er's physical and mental condition, the deaf hear, the dead are raised, the cost of existing health plan po and the varying conditions of traf- to the poor the gospel is preach- licies, expand their benefits, and fic.

Snow can hide culverts, stalled vehicles, slow-moving snow-plows, On snow and ice, tires may lose Key to the Scriptures" by Mary families and the best methods of prevent abuses of them. The other is concerned with determining the On snow and ice, tires may lose Rey to the Scriptures by Mary families and the best methods of all but one-twentieth of the grip they had on dry pavement. Cold weather cut drivers' reaction time and the best methods of fulfilling those needs.

Will be among those read (131: 26- will be among those on these studies will be reported by the following passage fulfilling those needs.

and ability to hear approaching firmed prophecy, and explained the available to other companies and trains and other traffic. Hidden and so-called miracles of olden time as unions, as well as to U.S. Indusunexpected slippery spots spell di- natural demonstrations of the divi- tries and the International Associaunexpected suppery spots spell disaster. Rush-hour driving is more dangerous with the unpredictable, nerve-tearing antics of tired and irritable drivers added to the dangerous driving and the international Association of Machinists. Comments John I. Snyder, Jr., president of U.S. Industries: History has shown that labor and management "have more the property of child and stall Windshields".

The powerhouse superstructure, right foreground, of the New

hydro development on the Lake St. John river, 100 miles north

of Fredericton, begins to take shape. To the left are the piers and

ollways of the 1,600-foot dam. Completion of the project is looked

And Big Unions

is sure to get bigger.

lans are springing up.

tenance of good health."

for by December this year and it will start a new economic era

of Canadian Senate

the absence of Speaker Wishart Robertson. Sen. Cairine Wilson

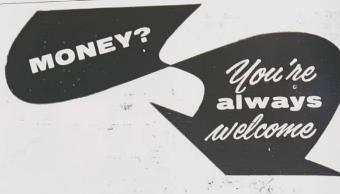
IMPORTER FINDS MARKET FOR BURROS AS PETS







Sports-car drivers of the future gather admiringly around Mike Miller in his MGA at the finish of the British Empire Motor Club's fifth winter rally in Toronto. Miller was one of 14 drivers who completed the 1,300-mile rally without a fault. Manufacturers' team prize was won by British Motor Corporation's Morris Minor 1000's. The perky Minor also took three of the individual prizes, the only car to score more than once.



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Purchase and Planting of

Soil Conservation

Home Appliances:

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for the Go-Ahead Farmer Milk House Repair and Renovation of Farm Buildings

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nomical, convenient,

versatile. He can do

almost anything in

better farm.

making your farm a

Which do

you need

Pasteurization Plan Garage Granary House for Farm Help Ice-house Machine Shed

Water Systems:-Built-in Sinks or Tubs Installation of Lighting, Heating or Water Oil Burner Repair or Modernization of Present System Water Heater WOOT? Check your needs, then talk to "My Bank". Your nearest B of M manager will gladly tell you how to put FIL to

> of other Canadian farmers. Increase your profits with a B of M Farm Improvement Loan. BANK OF MONTREAL Canada's First Bank

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dicitis operation and will soon be Do you want to chuckle? Jus The Quiet American." Bob Stack celebrated his nomina. One of the "nastiest" men on the formance in "Written On The We probably have a British nation for an Oscar for his performance in Written on the wind" lebrated twenty-five years of hapby taking off on a two-week hunting trip in Northern California. The Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it by saying, "Helen Dan explained it by saying," Helen Dan explained it first day out he bagged a 480 pound and I have a trick other people bear.

and I have a trick other people ought to use. We never go to bed precious stones. In addition, he is — oranges, lemons or limes ear.

x x x

George Nader, currently being cach other. We say what's on our cach other.

"Four Girls In Town", settled for good night's sleep." the lesser of two evils the other x x x day while hiking in the hills near Rod McKuen, the singing star his canyon home when he had to of "Rock, Pretty Baby!," has writ- rocks and gem stones. jump into a large bush of poison ten a new tune called "Carrying the oak to avoid a small sun-bathing Torch for Kim." Rod dated Kim Here's a switch... James Cagney, lacking in sialors' rations) rattlesnake George is now taking shots trying to avoid the rash.

Novak a few times and then lost out to John Ireland. In the meantime he's seeing a lot of Joanie tough guy roles than for his sar- meals. Reports from Saigon, Indo China O'Brien, singer on the Bob Crosby torial spendor, has more changes of are that Audie Murphy has reco- TV show, who is a deadringer for costumes han his two leading la- Vitamin C - or ascorbic vered from his emergency appen- Kim.

PAUL H. MOISAN NOTARY Drummondville



There are so many things to save for

Now it's a puppy—in a few years, greater things. You can help your children reach their goals by saving. Get them a Junior Depositor's Savings THE CANADIAN BANK OF COMMERCE

Whatever the occasion.

750 BRANCHES ACROSS CANADA READY TO SERVE YOU I. C. Watson, Manager



een on your theater screens in mind and thus are able to get a of Rock Hounds, a coast to coast disease, scurvy. In famt, his

mild and mellow MOLSON'S

You always deal a welcome hand

amplete the pleasure of a friendle

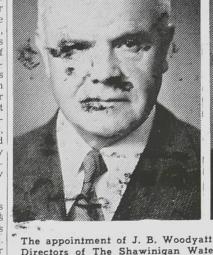
to so refreshing by itself - and the perfec

"Make Mine MOLSON'S"

Rock Hudson. The Rock Hounds of

America have decided Rock's per-

bers, whose hobby is collecting rare bers, whose hobby is collecting rare juice. Today we know it is the V



"Man of a Thousand Faces," the daily "p tory of the late Lon Chaney. Ca- Because it is needed for the proper story of the late Lon Chaney. Cagney will have a total of 48 complete costume changes whereas Doplete rothy Malone, who plays his first sues and blood. One of twife, will have but 13, and Jane plest ways of describing Greer, his second wife, 17 outfits. is to say that it helps to hold you Reason for the total of Cagney's It is vital to the material that helps outfits is that he will be in every scene of the picture which covers a span of some twenty years from a span of some twenty years from a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which covers a span of some twenty years from the picture which is the pict

tamin C content of citrus fru

and of many other fresh fruits

Vitamin C is often known as the greens and potatoes, include i temperamental vitamin. Unlike cheese, meat and eggs, as well as whole grain cereals and enriched ents in our foods, it is easily de- or whole grain breads. ---stroyed (or exidized) by heat, light and air. Fruits and vegetables, natural sources of Vitamin C, are most valuable when eaten fresh A Question On and raw. Excessive cooking and long storage under home conditio isually mean expensive losses of

this "disappearing" vitamin. How ever modern commercial canning and freezing processes are so well In this column we publish ques- bors." controlled that only small losses tions about unemployment insuran- In his own story of Canada's firs occur. Therefore, commercially canned or frozen citrus fruit juices, fruits and vegetables normally are good sources of Vitamin C. It's good sources of Vitamin C. It's wise to remember, though, when foods rich in Vitamin C are stored in your refrigerator, they should be tightly covered and preferably answer and publish it in this cobe tightly covered and preferably answer and publish it in this coleft in their original containers. lumn. Here's something important too! Following are some questions your body cannot store Vitamin C for future use. A daily supply is terest to you:

Following are some questions with answers which may be of infor future use. A daily supply is terest to you:

essential. Mothers can only provide their babies with enough Vi- Q.—My husband is in the R.C.A. ther. One day Alex got a letter tamin C to last approximately two F. and is frequently moved around. from Mickey, who was in the polynomial of the polyn weeks after birth. Thus, most doc- I have to move with him. Some- nitentiary at Kingston. It was th In Canada eight years, Czech tors advise orange juice or some times he is near a city and some- whole outline of a robbery Micket mmigrant Otto Cizek is offering other rich source of ascorbic acid times not. I am a comptometer oper- wanted Alex to pull. Alex tried his six children for sale at \$500 daily for young infants and child- ator and I don't want any other get some of the neighborhood ki to finance a return trip to Ger- ren. Through childhood, adolescen- employment for fear of losing my in on it. Fortunately, all the Co many. A house-painter, he says ce and adulthood, the "young at skill. At present I am not employ- nachers were too busy playing he can get no work and that his heart" as well as the young are ed. Can I claim benefit? children are starving. Last year he lived in a tent near Dundas, tive values of this elusive vitamin.

Charlie, who sketches his own career and those of his brothers Ont., now has a flat which, he says, has no heat. He believes develop the dreaded symptoms of

> C can affect your health in many ways. The most common symptom of Vitamin C deficiency is the approximately a common of Small tender spots of small tender of Vitamin C deficiency is the appearance of small tender spots or bleeding o nthe gums and other soft tissues. Crossness and irritability, weakness of bones, poor though I have always paid in. Why teeth, swollen, painful joints, and is this? the familiar inactivity symptoms of 'spring fever' are other complaints A.—Payment of benefit may be neighborhood. I skated until

which can often be traced to daily meals containing too few Vitamin or becomes injured, or is quaranting after I signed with the Maple Leafs C-rich foods. Nutritionists and doc- ed, while already receiving benefit. for \$20,000 for two seasons I kept advise that your best all-Benefit is not paid to a person wi ound health prescription calls for loses his employment because of

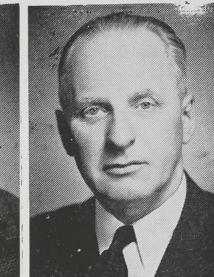


ry weekday on CBC television. Hundreds are able to see him, and the others on "Howdy Doody" in person, as members of the Peanut | tional's "The Incredible Shrinking Gallery and a few lucky youngsters even get to meet him person- Man. ally. It is a pretty one-sided conversation though because Clarabell, as you know, doesn't talk, but manages to make himself understood admits Grant, "but I won't forg with the help of a seltzer bottle and a horn.

EXCITED OVER PARENTS' HOMECOMING



Glad to see their parents, from Portugal. Princess Anne Princess Anne, six, and Prince must be the better runner as she Charles, eight, rush up the stairs was steps ahead of Charles. the plane bringing Queen Their father had been away from with capacity and power. Elizabeth and Prince Philip home them for four months.



The appointment of J. B. Woodyatt and W. R. Way to the Board of Directors of The Shawinigan Water and Power Company was announced today. Mr. Woodyatt is chairman of the Board of Southern Canada Power Company and Power Corporation of Canada, a director of Bathurst Power & Paper Company, Limited, British Columbia Power Corporation, and other companies. Mr. Way is vice-president and chief engineer of The Shawinigan Water and Power Company, and a director of St. Maurice Power Corporation and Shawinigan Engineering Company, Limited. He has been with the Shawinigan Water and Power Company for over 38 years.

Charlie Conacher Thanks Hockey

venile delinquency? "Sports", h says emphatically in the current sue of Maclean's magazine. "Gan raised our whole family out of th slums of Toronto, and probabl aved us from careers like those Mickey MacDonald and his br thers Eddie and Alex, notorio

MacDonald, Mickey's younger br

develop the dreaded symptoms of scurvy (weak, painful, swelling joints and bleeding gums and tissues) but a deficiency of Vitamin C can affect your health in many ways. The most company that here ways. The most company that here ways are the most company to the dreaded symptoms of disqualified as not being available for work, particularly as in some of the places to which you move such work is non-existent.

just about lived at the rink in o

disclosed incident of his brothe Lionel's oft-recalled sparring both with Jack Dempsey, then th world's heavyweight champion. 'It wasn't according to plan lys Charlie, "but early in the fig onel decided to belt Dempse mpsey shook his head, took ong look at Lionel, then he walle d him with a left book th straightened him up. Lionel start o grin, and so did Dempsey. The

The Incredible Shrinking Man' Ever wonder how it feels to b

three feet tall? Or three inches

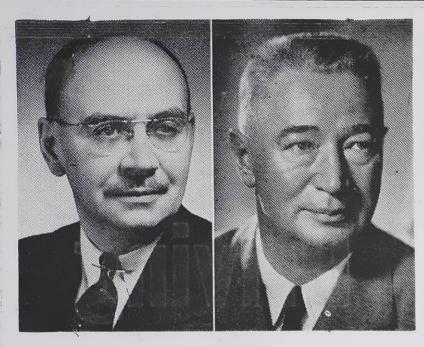
Or no inches at all? All you ha to do is talk to actor Grand Wi iams, who has ranged in heigh from six feet, one inch, to less tha a quarter of an inch in the space f a few short months. You won't have to stand on th head of a pin to talk to Gran though, because he's back to no mal size now, having just compl "I may be back to regular size my shrunken experiences for som time to come. I don't think I've ev

done a more frightening role in n life. The whole picture was don so realistically that I actually felwas shrinking." For one scene in "The Incredibl Shrinking Man," Grant, a mere tw inches tall, climbs up on a rat tra o try to steal the cheese bait ood. The trap springs, missing him by less than a foot. "To me, the trap was 20 fe long," relates Grant, "and the bar could have cut me in half qui easily. It was an uneasy feeling. I another scene, I'm in the baseme when a water heater springs a l leak. To you, that would be an annoying incident, but to me two inches tall - it was near d aster. To duplicate the scene closeups in the film I was hit wi 5,000 gallons of water. I nearl drowned in water that would be less than ankle-deep to a normal sized person." For other scenes in the film Grant is pursued by an ordinary house cat which is as large, to him, as a prehistoric dinosaur, an a terrifying tarantula spider which towers more than twice his size. "Although I was completely if cinated by the technical aspects ny decreasing size and really oyed doing the role. I don't thin d relish going through some c nose experiences again. As a mat er of fact," admits Grant, "I shrink

That best portion of a good man's bered acts of kindness and of love William Wordsworth X X X Responsibility walks hand in han

Yours

A GOOD DRIVER CAREFUL AND Courteous



J. Armand Desrochers, left, who was elected president of Dow Brewery at a meeting of the Board of Directors held immediately after the company's recent annual meeting this month. Mr. Desrochers has been vice-president and general manager of Dow since 1952 and succeeds Wilfrid Gagnon, right, who will continue to serve as Chairman of the Board of the company.



Women's Travel Authority



a driving hazard I had never be- mind.) fore recognized — the emotional

My friend, a physician, and I were delayed at a green light by an elderly pedestrian crossing in front. Suddenly the car behind began a furious honking. My friend insisted upon stepping back to talk

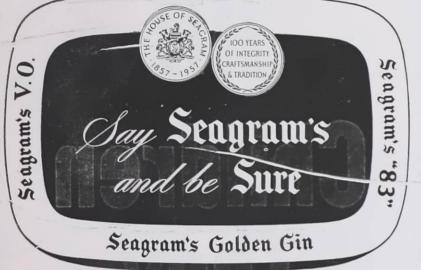
against innocent victims, and persuaded him not to drive until his emotions were in control.

escape the notice of one in mental of the volunteer worker. conflict. His reaction - time is slowed. Often his vision is not as acute. He's forgetful and careless in his driving. (A woman I know once drove three towns past her destination while she tried to ans-Recently I came face-to-face with wer a recent argument in her

Churned up emotions cause what my doctor friend described as "highway hysteria." This does not rooms are taking their color cues from Canadian artists now that exmix with safe driving.

For Women

He found that the driver had This monday Trans-Canada Matijust faced a severe emotional crisis nee visits an Institute on Marriage at home which had left him boiling Counselling sponsored by the Mcwith pent-up fury. So, the doctor Gill University School of Social tried to make him realize that this Work and the Marriage Counsell-rage might be used unconsciously ing Centre of Montreal. Montreal



broadcaster and writer Marion Mc-Cormick will describe how marriage counselling works and who benefits from it, and will interview some of those assisting at the institute, including Dr A.L. Rutledge, leader of a counselling service in Detroit. Also on Monday, Patricia Godfrey completes her series on juvenile delinquency, and the reading of a new book will be started (daily). The book is Gully Farm by Ma-Hiemstra, who tells about her English family's pioneering days in Saskatchewan in the early 1900's. On Thursday Marjory Whitelaw tells about London's "toy twelve" fashion salons, and on Friday both Arthur L. Phelps and Lister Sinclair will be on hand.

Lister Sinclair will also appear on TV's Open House this week. On Monday he and illustrator George Feyer will have a discussion about the failure (they claim) of the dog-breeding industry to provide the kind of "parctical" dog suited to specific purposes; and on Friday Sinclair will look at space travel. From Ottawa on Monday the teenage panel asks "Who is a square?" and Lyle Partridge (from Toronto) introducers an Australian recipe for spiced bananas. The Chinese department at the Royal Ontario Museum has an excellent collection of "oracle bones", ancient books of fourtune-telling instructions and

other things related to superstitions, Extreme nervous strain frequent- and on Wednesday Barbara Stely finds an outlet in excessive phens will exhibit some of the most speeding, since the same tension interesting specimens. On Thursthat causes a person to clench his day Vancouver social worker and jaw can be relayed to his foot on mother Mrs. Mary Hill will begin the accelerator. And common dan- a series (originally scheduled for ger signals on the highway may a few weeks ago) about the role

From Artists

cellent reproductions of paintings are offered by art galleries.

7ach year the National Gallery alone sells some 6,000 large reproductions for framing, according to the gallery's information officer, Jean Ostiguy, writing in the cur-

"In the right frame, a painting can become the focal point of a room," he suggests. The bold accent-colors of the picture can be and draperies.

One of the primary tasks of the dy of art, he commented. National Art Gallery is to encourage Canadian public interest in the fine and applied arts. By offering reproductions of famous paintings the gallery is giving people a foretaste of the pleasure and satisfaction that come from an acquaintance with works of art, he - said. Photo-engraving now brings into the home copies of paintings with lifelike colors which would have tional artistic wealth. Large reprocaused amazement only 50 years

Since the National Gallery began making reproductions available, other galleries and museums across Canada have been promot-



Canadian Pacific Airlines' Toronto-Mexico City, Vancouver-Mexico City non-stop flights aboard DC-6B "Empress" airliners provide holiday-bent Canadians with an opportunity to visit the fabled Land of the Aztecs. The white sands of Acapulco beckon beach and surf enthusiasts, and the Mexican divers provide daily thrills for tourists as they risk their lives in high dives from rocky pinnacles into the Pacific Ocean. Pottery decoration at Puebla by native artists and the ruins at Tula are extra attractions for the

For those who fear that copies of masterpieces in the some harms the gollery, Mr. Ostiguy claims rested enough in great paintings to visit the museums and galleries has grown transport. grown tremendously since color reclosely matched or reflected in the productions have become popular". wall color and the flashes of bright Not only does a reproduction intints can be repeated in upholstery duce a desire to view the original painting, it often leads to the stu-

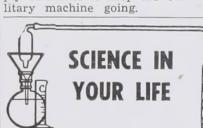
> Apart from travelling exhibitions, top quality reproductions have been found the best means of popularizing the vast numbers of paintings in the Ottawa gallery's permanent collection. Some 60 reproductions, measuring about four by seven inches, permit every Canadian to enjoy may be his first glimpse of the naductions, averaging about 19 by 24 inches, play an additional role in that they may be framed and hung just as one would display an original painting,

ing their collections by offering Mr. Ostiguy pointed out that the gallery provides a free catalogue for anyone who requests it.

Nickel Boom

Washington Correspondent in The Financial Post.

Washington looks for its major sup- more women are doing it. ply of nickel to keep the U.S. mi-



Crossfire

In ten years the U.S. death rate from tuberculosis has tumbled 75

authorities attribute this startling drop to powerful new drugs, along with better methods of detecting the disease in early stages, better living and working conditions, and improved surgical techniques.



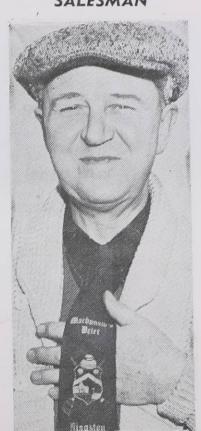
crowded tuberculosis hospitals have closed down for lack of pa-tients. But the battle has had its setbacks, too.

biotic seemed to lose its punch. treated, then developed strong defenses against the drug.

Medical scientists countered with combinations of drugs that caught the TB germs in a deadly crossfire and once again put the disease to rout. Today, almost every active tuberculosis case is treated with such combinations.

Recently, this same mode of attack has been used against other die-hard microbes. In combatting stubborn infections, science now pins much hope on antibiotic combinations such as Sigmamycin which not only clears up a wide range of common infections, but also strikes germs which have learned to resist even the most powerful of the older drugs.

SALESMAN



Brodie Ness of Kingston is one curler who hopes to kill two birds with one stone. Between games he busies himself with a one-man sales campaign to interest curlers in attending the Canadian curling championship in Kingston next month. Part of his sales pitch is this 'bright green tie decorated with a pic ure of a curling "house" and inscribed "Kingston, March 4-8."

TEL. 2-3388

Spring Right

Mary Martin, in "South Pacific" washed that man right out of her Canada supplies almost all the hair. You probably aren't planning nickel that goes into U. S. military anything as drastic but you probably would like to get more color Some supplies are available in the into your hair. We're not suggesting U. S. Cuba and New Caledonia, but you change the shade — although these are only a drop of the bucket. that is always fun and a "conversa-It is north of the border that tion" transformation, and more and

The idea is to add color highlights to your own natural hair. You especially need it in the Spring Partly for a Spring "lift". That's the psychological reason - along with the flowers and color that are just appearing. But there's a practical reason, too. Tight-fitting winter hats are hard on your hair. Take a good look at your own hair. Isn't

Well, then wash Spring into your hair, says famed cosmetician Hena Rubinstein whose color sham-Tone Shampoos, for blonde, bru-

nette, brownette, red-head and white-grey. But the Blonde - Tone Shampoo also washes golden glints into medium brown or red hair Tuberculosis is not entirely flattering red glints in blonde, light beaten, but public health authori- and medium brown; and dark hair ties now have the disease so well surprisingly enough, gets an extra in hand that blue-black accent with Silver-Tone many once- Shampoo.

> Color - Tone Shampoos are not dyes, tints or bleaches. They are simply rich shampoos, with pure, certified color built into their deep-

Patients treated with strepto- Madame Helena Rubinstein recommends, as a general rule, sham mycin at first showed spectacular pooing at least once a week. First Later, the anti- a vigorous massage, then an equally vigorous brushing, followed by the Patients relapsed. The disease Color - Tone Shampoo. Then comes flared up again. Staggered by a rinse, another sudsing and a finstreptomycin, the TB germ re- al rinse until your hair is squeaky clean. Up goes your hair in pin curls until it is dry. Then brush again — and you've a color-toned coiffure fit to meet Spring head-on.

Huge Drop In TV Sales

For the first time, Canadian TV set sales have taken a dop, Liber ty Editor Frank Rasky reports in an exhaustive survey of Canada's \$300 million-a-year TV industry His study was released today in the February issue of Liberty magazine

In 1956, Rasky cites the Radio-Electronics - Television Manufacturers of Canada, 650,000 TV sets were sold. This is a drop of 125,000 from the 775,000 sold in Canada

To illustrate this growing disen-chantment, Liberty quotes an adwhich appeared quaintly in the Liverpool, N.S., "Weekly Advance" "For sale - TV set, almost new 21-inch screen. Will trade for ox.' Nevertheless, Rasky observes, Ca-

nadians now own altogether 2,400,-000 TV sets and are even beginning to but second TV sets. According to Ellittt-Haynes Ltd., the Canadian TV research organization, 50, 0000 Canadian home-owners now have two TV receivers, turning over their old set to the youngsters; what's more, 10,000 portable TV sets

viewers cast a more fastidious, selectvie eye at TV programs, the article goes on. Yet the Grey Cup Game in Toronto was seen by a total audience of 6,690,000 people the hugest audience recorded in Ca-

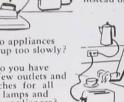
It was a year in which veteran

It was a year in which Marcus Long, University of Toronto philosophy professor, confected a derisive brief on behalf of the Canadian Association of Radio and Television Broadcasters, private oper ators of 26 TV and 144 radio sta-

But mostly, says Rasky in Liber ty, it was a soul-searching year that posed three profound questions 'How are we doing? What are we achieving ? Where are we going ?"









Do your lights dim when you turn on a heater or other appliances?

Poor wiring is the cause of most electrical troubles in the home. So if you cannot answer "NO" to all the questions above, do send for your electrical contractor to examine your wiring system or call for the help and guidance of a Southern Canada Power representative. representative

> Southern Canada Power

Be Modern-Live Better Electrically with Adequate Wiring



Are your youngsters learning Financial Navigation?

There's a lot of fun for you and for them in this game. And we have a booklet containing many useful ideas on the subject which you can pass on to your boy or girl. It's called "Financial Training for your Son and Daughter", and it shows how you can help your youngsters to help themselves. Ask for a copy next time you're in the branch.

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Drummondville Branch W. A. Gosselin, Manager

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The Drummondville Spokesman



À GENERAL MOTORS VALUE

RUE LINDSAY

Big Thrill's BUICK

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