



IN THE NAVY
"The devil to pay" is a familiar and often used term ashore and few people realize that it is one of many nautical phrases that have crept into civilian use from the navy and the sea.

The original expression was "The devil to pay and only half a bucket of pitch" and it becomes understandable when it is explained that the "devil" was the longest and most difficult seam in the ship to fill with pitch or "to pay".

Many other terms and phrases of naval origin are now used almost exclusively by civilians. "Point blank" once meant "aim at the bull's eye" for the word blank meant the bull's-eye or aiming mark of archery targets.

"Room (or no room) to swing a cat" has no reference to the animal but meant a low cabin with not enough headroom to swing the cat-o'-nine-tails.

Naval and seagoing terms can often be traced back for hundreds of years to words that no longer exist in their original meaning. For instance "bollard" is a deck fitting around which the lines are secured, and it comes from an Anglo-Saxon word meaning tree. The word "cannon" is from Saxon capit, which was a title of honour first conferred by King Athelstan. "Ensign" is from old Norman ensigne and Anglo-Saxon segne, each meaning a flag. From the same root is the word "signal", which was borrowed from the army in the 16th century.

Naval terms, as may be expected, show the sailors' contact through the years with many nationalities. Latin mensa and Spanish mesa both meaning table, gave the word "mess"; Dutch schipper, meaning captain, gives the slang term skipper; from the French davier, to lift, comes davit, a small crane or hoist. The word "sailor" is from old English saylor.

Old army terms are also common, since in early times sailors merely brought the ship from place to place and soldiers were carried on-board to do the actual fighting. Indeed when ships began to be converted from merchant to fighting ships their upper works, both fore and aft, were designed like castles and forts ashore. From this design came the logical terms associated with each part of ship: "forecastle" or "fores" for the forepart, and, although it was never used, after-castle for what is now the quarter-deck.

IN THE RCAF
Canadian youngsters, the sons of RCAF personnel serving with Canada's NATO Air Division in France, seem to be teaching their American counterparts a few tricks about baseball in the Eastern France American Little League.

Setting a sizzling pace in the team, under 13 circuit, the RCAF Tigers of Metz are at the moment undisputed league leaders in their first season with a record of seven wins and no losses. They've walked through the opposition with such facility that the American Weekend, a newspaper for U.S. servicemen in Europe, reports them "running away with the season schedule". American boys, all sons of U.S. servicemen in France, make up the Tiger's opposition.

The Metz youngsters surprised everybody by starting off their first season with an 8-2 win over the U.S. Army lads at Verdun, France, but it was only the start. In their home opener, near the RCAF's Air Division Headquarters at Metz, they started slugging as soon as Air Vice Marshal H. B. Godwin, Air Officer Commanding the Division, had thrown out the first ball. With a French military band and several hundred spectators looking on, they crushed the USAF Red Sox from Etain 32-0. To rub it in the Tigers struck the distance for a no-hitter, striking out 15 along the way.

Since then, results include a 25-6 win from Chambley Athletics, a lopsided triumph over the Etain Sox that finished 19-0, and another no-hit triumph over the A's that ended 10-0. Closest decisions were a 10-4 decision over the Red Sox. Tigers play on the regulation Little League field with 60 feet between the bases. The team includes five 12-year-olds, five 11-year-olds and five more between the ages of eight and 10. The Canadian youngsters use a diamond near the RCAF's Air Division Headquarters, the Chateau de Mercy, as their home field.

IN THE ARMY
The representatives of 65 countries used simultaneous translation equipment, designed, installed, and operated by the Canadian Army World Postal Union met in Ottawa August 14.

Patterned after equipment used in the United Nations Assembly, the highly modified and portable, the equipment was designed and fabricated by personnel of the Royal Canadian Corps of Signals, stationed at Oshawa Wireless Station.

The equipment is capable of handling simultaneous translations into four languages. For this meeting, they are English, French, Spanish, and Russian.

There is a microphone, earphone and a five position switch on each desk.

To set the translation system into operation the delegate presses a small switch on his microphone. This substitutes his bid for the floor. A control panel on the Chairman's desk records the bid by means of a light under his name plate.

The chairman verbally recognizes the delegate and RC Sigs operators then switch his microphone to the floor address circuit. His first words are broadcast in the original language on all stations. The translators working in their booths above the Speaker's chair begin to translate and the delegates have their choice of four languages.

All the proceedings are recorded on magnetic tape and held for six days so that disputes can be settled or avoided. A permanent record is made on disc for the Union. It is recorded in French, the official language of the Union.

It took a little over a week to

The DRUMMONDVILLE Spokesman

Journal Dedicated To Free Speech

VOL. XXX — No. XVII

DRUMMONDVILLE, FRIDAY AUGUST 23th. 1957

Inauguration of the Heriot Building August 26

About Radar

With this device it is possible to determine accurately the speeds of vehicles passing through a specific zone of travel without utilizing road detectors, tubing or other time-measuring devices.

The theory underlying the operation of the Speed Meter is that moving targets in the path of a radio wave cause a change in length of the reflected wave proportional to the speed of the moving target. This is commonly known as the Doppler Principle which is also the basis for our better known military radar equipment; hence the Speed Meter is often referred to as radar by the layman.

The Speed Meter consists of a high frequency transmitter and receiver. The transmitter sends a radio beam (2455 megacycles) toward a moving vehicle. The vehicle, in turn, reflects the beam back to the receiver. The beam originally sent together with the beam from the vehicle are "compared" in the receiver. The difference in frequency of these two beams is read directly in miles per hour from the linear scaled indicator.

The transmitted beam of the Speed Meter is aimed in the direction from which the vehicles are approaching or in the direction in which they are receding, inasmuch as the Meter reads with equal accuracy motion in either direction.

The Speed Meter is being used presently for educational activities, for traffic engineering, and for law enforcement all over the United States.

The demonstration you have observed is but one of hundreds to be conducted during the current SLOW DOWN AND LIVE campaign being carried on throughout the United States and Canada.

It Needs Not Be Tragedy

Many children have had to go through life crippled or with impaired faculties, as the after effects of one of the contagious diseases. Whooping cough may leave deafness or damaged heart and lungs. Diphtheria may also leave serious conditions. No Canadian child should have to suffer any of these diseases or their after effects, since immunization is available to every child, to protect him from such danger. If necessary, the protection may be obtained free of charge.

Attractions at Sherbrooke Exhib.

The Directors of the Sherbrooke Exhibition have an outstanding Geo Hamid & Co. of New-York.

The theme of the main Review is entitled "HAVANA HOLIDAY". There will be four scenes. Scene No. 1 opens on the gay landing in Havana. Music is ringing horns are blowing and gaiety prevails as the beautiful young girls descend the gang plank for a stenographers convention. Forty people appear on the stage in this scene. Scene No. 2 is entitled Calypso Calcade. Thirty people appear on the stage for this act. Singing, dancing and beautiful costumes will be seen. Scene No. 3 shows the revolution-

Quebec City; Mr. W. Hardcastle and Mr. Bernie Sandbrook, civilian technicians, both from Toronto.

The big dance Saturday evening with Big Jim McNeely and his orchestra.

Livestock parades on Wednesday and Thursday afternoons.

Conklin Midway will be in operation from early Saturday, to late Thursday night.

SEE THE SHERBROOKE EXHIBITION... SIX DAYS AND NIGHTS... PACKED FULL OF FUN... THRILLS... AND EDUCATION...

Winter Studies

There is a wide field of studies available to those who like to fill in their winter evenings with useful as well as interesting hobbies. First aid, home nursing and swimming are all skills that are always useful and in almost everyone's life there is a time when one or other may save a life, in time of emergency or accident. It may actually be the person's own life. In most communities there are facilities for winter swimming lessons; information on first aid and home nursing can be obtained by writing to the local St. John Ambulance or Local civil defence organization.

In addition to the above scenes, there are eight additional acts. These will intersperse the scenes of Havana Holiday. The acts are:

Paul Syddell, Velma Goodwin, Elkin Sisters, F. Antonettes, Fattme, Fen, Ferroni, Sir Queens and a King, Pegleg Bates and the Symphonettes. These acts will provide a great variety of amusement. This complete show will be on Sunday, Monday and Tuesday at eight o'clock. There will be two complete shows on Wednesday and Thursday night at seven and nine fifteen. There will be a special grand stand performance on Monday at 1.30 for the children.

Harness racing on Saturday night, Sunday, Tuesday, Wednesday and Thursday afternoons.

The person who designed, built, installed, and is operating the equipment are: Capt. S. T. Chisholm, Officer Commanding Oshawa, Wireless Station, of Rocky Mountain House, Alta; Lt. Ted Heavens, equipment designer, of Calgary; WO 1 Fred Hyman, equipment construction, of Ottawa; S. Sgt. Paul McAnany, Calgary; Sgt. Dean Hall, Fredericton, NB; Sgt. Ray Patenaude, Ottawa; Sgt. H. G. Otis, Exeter, Ont; Sgt. Phil St. Pierre,

Hundreds of next of kin and friends attended a mass and a banquet at St. Cyrille last Sunday as a tribute to venerable centenarian Mrs. Simon Guevremont, whose birthday was August 20. We see the old lady in the back seat of the car photographed in front of the church.



Photo taken at City Hall last Friday in connection with the signature of a collective labour contract between the City and its Employees. From left to right, Mayor Marcel Marier, president of the office employees section, Germain Picotin, president of the manual laborers section. Standing, conciliator Antonio Baril and Maurice Sigouin, Bruno Beaudoin, bargaining agent, and city clerk Gaston Montblaisir.

Building Activities Going On

Enlargement of the Provincial Bank Office in Drummondville.

The Provincial Bank of Canada will undertake capital enlargement of its office in Drummondville (Heriot street), the local manager Ernest Bertrand announced here yesterday. The building will be modernized and largely increased with the construction of an annex starting September 15 or so. Lighting systems, vaults will be changed for new ones. The cost is estimated at \$100,000 at least. Tenders will be asked for in a few days, Mr. Bertrand added.

On the other hand we were told that the funeral parlor Les Fraix Funeraires de Drummondville will lose its doors to be converted to a modern hotel. Draughts have been made by architect Paul Labranche. The building is located on Lindsay street; it was occupied formerly by the Heriot Social Club. When completed, the hotel will have from 35 to 40 rooms. As far as we know, the transformation is scheduled to start next Spring only.

Finally, one says the High School authorities are contemplating enlargement of the building so to add eight classes to those in operation.

Smoke May Hurt Baby

When handling or lifting an infant, don't smoke. A painful fit of coughing may result from the child's breathing smoke, or ashes may fall onto his face and injure his eyes. Visitors who call to see a new baby should be considerate and not smoke in the room where the infant is lying.

Aqua Pura

Everyone needs to drink plenty of water in amounts ranging from four to eight glasses daily. If the water used for drinking is taken directly from a stream, spring or well, it should be boiled or purified with one of the commercial purifiers before being consumed. It is advisable to have such natural sources tested for purity, especially in spring or after severe storm conditions, since it may easily become polluted. There is no danger from water obtained through filtration plants.

Residence Phone Will Cost \$3.40?

Increases of 30 cents per month for two-party residence telephone service in Drummondville and of 40 cents for 1-party residence lines are proposed in Bell Telephone's application for revised rates filed in Ottawa with the Board of Transport Commissioners for Canada, according to Neil Graham the company's manager here.

The proposed increase for 1-party flat rate business service is \$1.00 monthly and for 2-party business service it is 65 cents monthly.

A comparison of present and proposed rates for typical classes of service in Drummondville follows:

RESIDENCE	Present	Proposed	Increase
1-Party line	3.90	4.30	.40
2-Party line	3.10	3.40	.30
Extension telephone	1.00	1.00	nil
BUSINESS			
1-Party line	7.40	8.40	1.00
2-Party line	6.05	6.70	.65
P.B.X. trunk	11.10	12.60	1.50
Extension telephone	1.25	1.35	.10

For Preserving Flesh Flavour

Fruit-Freeze a crystalline product for preserving the natural colour and fresh flavour of fruits, is now being marketed across Canada.

A combination of ascorbic and sucrose manufactured by Merck & Co. Limited, Fruit-Freeze is sold at drug stores. A 5-ounce jar, sufficient for 75 pounds of fruit, costs about \$1.00.

The crystals may be easily dissolved and mixed with syrup to form a pleasant-tasting solution into which fruit is placed before freezing. Alternatively it can be sprinkled on dry slices of fruit, just as sugar is added, before packing in the freezer.

By sprinkling Fruit-Freeze on fresh fruit, the housewife is now able to prepare fruit salads and fruit desserts several hours before mealtime and still have a firm, tasty, fresh dish at the time of serving.

The use of the new preparation is recommended for peaches, apricots, cherries, nectarines, apples, berries, pears, cantaloupe balls, plums and fruit cocktail.

Barrymore, Jr., whose screen credits include "The Sundowners," "High Lonesome," "The Big Night" and "Thunderbirds," has also appeared on the stage and in television.

Announcement of the feminine star, featured players and director will be made shortly.

Assault, Theft

Provincial detective Claude Brais is proceeding to an inquest in connection with assault perpetrated on Mr. Stanislas Legault of St-Simon, who was a'so robbed of \$110, last Wednesday, by two men who hurt him with a beer bottle, in his restaurant. Handicapped by a poor sight, Mr. Legault was unable to defend himself against his assailant.

9,200 copies Distributed

Residents of Drummondville and vicinity have just received a new book featuring the names of most people in this region. It is the 1957 telephone directory which boasts of a greater number of listings than ever.

For the second consecutive year, the cover of the new book is graced by an illustration of local interest, showing St. Frederic park with the church of the same name in the background.

According to Neil Graham, Bell Telephone manager here, the 1957 directory contains many new and changed listings. "Telephone customers could save themselves time and possibly the trouble of dialing incorrect numbers by throwing away the old directory and using a new one as soon as they receive it", he said.

The manager also suggested that subscribers avail themselves of the blue book of Telephone Numbers which can be obtained free at the Bell business office, to keep an up-to-date list of local and out-of-town numbers frequently called. "Giving the operator the number, instead of just the name and address of the party called, will allow her to speed a long distance call through twice as fast", he added.

Distribution of this year's issue increase of more than 300 copies has amounted to 9,200 copies, an over last year.

Resignation of Mr. A. Blanchard

Mr. Alphonse Blanchard, full-time secretary of the Chamber of Commerce for the last six months, has resigned his post this week. Mr. Blanchard gave no reason for his departure, which will take place at the beginning of September.

"Never Love a Strager"

"Never Love A Stranger," based on the novel by Harold Robbins, will go into production in New York at the Gold Medal studio on Sept. 9 with John Barrymore, Jr. in the starring role, it was announced today (7) by Robbins who will produce the film with associate producer Richard Day for Allied Artists.

"Never Love A Stranger" joins the growing list of feature pictures filmed in New York. The resurgence of film production there has been highlighted by such pictures as "12 Angry Men," "Edge Of The City," the unreleased "Stagestruck" and Paddy Chayefsky's "The Godless" which is now nearing completion under producer Milton Perlman.

Robbins and Day have already scouted locations here for the exterior scenes which will be made throughout the metropolitan area. The picture which marks Robbins' entry into the ranks of film producers is being made by his independent production company, Caryn Productions. Robbins, whose novels have consistently appeared on bestseller lists, wrote the screenplay.

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The Ceremony Will be Attended by Many Personalities.

The Heriot building, the construction of which was completed recently by the Federal Department of Public Works, at corner of Lindsay and St. Jean streets, will be inaugurated officially next Monday, August 26th. Among the guests of honor invited here in connection with the event are the Minister of Departement, the Solicitor General, hon. Leon Baer, M.P. for Three Rivers, hon. Paul Comtois, Minister of Mines, Sam Boulanger, M.P. for Drummond-Arthabaska, former MP Armand Cloutier, mayor Marcel Marier, George Haggerty, president of the Chamber of Commerce, and many others.

The vast and modern Heriot, building, which the citizens are proud of, will accommodate many services as

Posts, custom and excise, Unemployment Insurance Commission and others. The Postal Office is now operating in the building for one week with a personnel of 34 under the supervision of the postmaster Charles Lupien, who holds his office since 1943. Mr. Laurent Lemire is the head of the custom and excise department; he has a staff of five. 17 employees are working for the U.I.C. under the temporary direction of Miss Jeanne d'Arc Provencher. The manager has given his resignation to accept a new post and his successor has not been appointed yet.

The old building located on Girouard street has been erected around 1907. The department has not decided what it will do with it.

Increased Telephone Rates Asked For by Bell Company

Ottawa — An application seeking approval to increase telephone rates was filed today with the Board of Transport Commissioners for Canada by the Bell Telephone Company of Canada.

The proposed revisions in Bell Telephone's rates would affect the users of the company's telephone services throughout Ontario and Quebec. The company requests the board to make the new rates effective not later than January 1, 1958.

Increases in operating costs resulting in inadequate earnings were

given as the reasons for the application. The company states that to cover its expenses and earnings requirements its operating revenues must be increased by \$24,000,000 for 1958.

The proposed rates for local service include increases in all groups into which the exchanges are classified. Examples of the present monthly rates in typical exchanges for two-party residence and one-party business telephones, with proposed rates, are shown in the following table.

Exchange	2-Party Residence Present Proposed	1-Party Business Present Proposed		
Agincourt, Cooksville, Malton, Port Credit, Thornhill, West Hill, Woodbridge (includes toll-free service with Toronto and certain adjacent exchanges)	\$4.75	\$5.15	\$15.60	\$18.25
Toronto (including adjoining Extended Area Service points)	4.25	4.65	14.60	17.25
Montreal (including Extended Area Service points)	4.15	4.55	14.35	17.00
Ottawa (including Extended Area Service points)	3.90	4.20	12.80	14.50
Hamilton, Quebec City and Windsor, Ont. (including Extended Area Service points); London	3.70	4.00	11.25	12.75
Brantford, Chicoutimi, Kingston, St. Catharines, Sherbrooke, Sudbury-Copper Cliff, Trois Rivieres	3.50	3.80	9.70	11.00
Belleville, Chatham, Cornwall, Guelph, Niagara Falls, North Bay, Oshawa, Peterborough, St. Jean, St. Thomas, Sarnia, Sault Ste. Marie, Shawinigan Falls, Welland	3.30	3.60	8.40	9.55
Barrie, Brampton, Drummondville, Galt, Orillia, Owen Sound, Pembroke, Stratford, Valleyfield, Woodstock	3.10	3.40	7.40	8.40
Coaticook, Collingwood, Goderich, Hawkesbury, Huntsville, Lachute, Midland, Picton, St. Eustache	2.95	3.20	6.50	7.40
Blind River, Delhi, Maniwaki, Prescott, Vaudeuil	2.85	3.05	5.85	6.55
Beaverton, Dutton, Jarvis, Mattawa, Rigaud	2.75	2.90	5.30	5.80
Cobocook, Deseronto, Morin Heights, Oka	2.65	2.90	4.80	5.80

The proposed increases in long distance rates — within Ontario and Quebec only — are less for station-to-station calls than for person-to-person calls. Adjustments are proposed in initial period rates which would result in maximum increases of five cents for station-to-station calls, and of 25 cents for person-to-person calls, between points up to 200 miles apart. For longer distances, the increases are somewhat higher in some cases.

Bell Telephone's present general level of rates became effective on March 1, 1952.

Since that time, the company's application to the board states, wage and other costs have risen substantially, and operating expenses have increased more rapidly than operating revenues. Until 1957, these higher costs were largely offset by the introduction of more efficient equipment and methods, reductions in corporation income tax rates, and improvements in non-operating revenues.

In 1957, the application continues, further increases in the costs of providing service have occurred, reducing the company's net income to an inadequate level. Estimates for 1958 indicate further deterioration to such an extent that the requirement for dividends will not be met from present rates.

To serve its present customers,

meet the public's telephone needs, and constantly improve its service, the company states that it must continue to call for its large expansion program. This expansion, it estimates, will be substantially higher in the five years 1957-1961 than it was in the previous five, and requirements for investor capital will also be higher. The company states that its earnings must be sufficient to support and justify this high level of capital investment.

The increased costs of operation have included:

Higher employee expense, up 63 per cent, to an estimated \$123,000,000 in 1957 from \$75,000,000 in 1952, due to higher wage rates and a 36 per cent increase in the number of employees to 41,700 from 30,600.

The higher corporation income tax rate effective this year and higher municipal taxes.

The higher costs associated with the raising of large amounts of new capital to carry out the company's construction program due to the sharp rise in the cost of money, both debt and equity, in the past year.

Operating costs have also been directly affected by a steady increase in the company's plant investment per telephone in service to an estimated \$436 in December 1958 from \$316 in December 1951.

Drugs to Assist Victims of Floods

A Canadian Red Cross shipment of high priority drugs left Dorval airport today for a trip half-way around the world to assist victims of the recent floods in Indonesia.

The drugs were purchased by the Canadian Red Cross at a cost of over \$5,000 from pharmaceutical manufacturers in Toronto and Montreal. This shipment was flown to London by BOAC on a courtesy basis.

The Canadian Red Cross aid is being sent in response to a request

for assistance filed by the Indonesian Red Cross through the League of Red Cross Societies in Geneva.

The floods were caused by unexpected heavy rains in the dry season. The Indonesian Red Cross reports there are 160,000 people homeless and thousands of acres of land inundated. It is expected crop losses will run into millions of dollars.

The drugs will be distributed by the Indonesian Red Cross to combat possible epidemics in the disaster areas.

The half-ton shipment consisted of 3,990 vials of penicillin, 100,000 sulfadiazine tablets, 70,000 sulfaguanidine tablets and 5,000 chloromyacin tablets.

"Time" Has a New Manager

New York — Lawrence E. Laybourne, 44, chief of correspondents for Time Inc.'s U. S. and Canadian

News Service for the past seven years, has been named managing director of Time International Ltd. of Canada. Time Inc. Editor-in-Chief Henry R. Luce announced today.

Laybourne becomes Time Inc.'s first full-time management representative in Canada, completing a career cycle with the publishing company that began when he was

named Ottawa correspondent in 1944. In that post he was one of the most widely traveled correspondents in Canada, covering every province from the Maritimes to British Columbia. In his new job he will be in charge of publishing operations for Time's Canada edition, with headquarters in Toronto.

Former Ottawa Resident

"My family had two fine years in Ottawa and we all come happily back to Canada," Laybourne said. "Although I've been away for several years, I've kept in touch with Canadian affairs in my work as chief of correspondents, and understand something of the new dimensions of life in this country.

"In my new assignment it will be my responsibility to see that Time, The Weekly Newsmagazine, and our other publications continue to earn their large readership among Canadians, and that our company lives as a good corporate citizen of Canada," he said.

Creation of the new post in Canada, according to Time-Life International Managing Director Edgar R. Baker, "conforms to the Time Inc. policy of assigning major executives wherever important company editorial and business activities are located. The appointment is a recognition of the continued editorial and advertising success of Time's Canadian edition."

Time in Canada

Time Canada this year will run in excess of 2,000 advertising pages. Audit Bureau of Circulation figures for the first six months of 1957 gave Time Canada an average weekly circulation of 179,674 copies.

Time Inc. maintains four news bureaus in Canada — in Montreal, Ottawa, Toronto, and since January 1957, in Calgary — and employs 32 part-time correspondents who cover the news from key cities in every province.

Veteran Newsmen

Before joining the Time Inc. staff in Ottawa in 1944, Laybourne served for ten years with the Pulitzer Publishing Co. as a reporter, rewrite man and editor on the St. Louis Post-Dispatch.

In 1946 he was appointed deputy chief of the Washington Bureau, then became chief of Life's Washington correspondents and photographers and subsequently New York news bureau chief for Life.

In 1950 he became head of Time Inc.'s U. S. and Canadian News Service, in which capacity he directed the news-gathering activities of Time and Life correspondents in 14 bureaus and of 160 stringers in other key U.S. and Canadian areas. Laybourne is a native of Springfield, Ohio, and a 1934 graduate cum laude of Ohio State University. He is married and has three children.

Oldsmobile Co. Was the First

Oldsmobile, the oldest manufacturer of passenger cars in the automobile industry celebrates its sixtieth anniversary on August 21st. It was on that date in 1897 that Ransom E. Olds, son of a Lansing, Michigan manufacturer of stationary gasoline engines, and a group of Lansing business men incorporated the Olds Motor Vehicle Company for \$50,000. At the first meeting the Board of Directors empowered Olds as general manager "to build one carriage in as nearly perfect a manner as possible."

Oldsmobile was the first company organized specifically to produce automobiles on a quantity basis and while the first year's production was just six automobiles today it is among the six largest manufacturers, with plants capable of turning out more than half a million cars a year.

In 1900 Olds came up with the design of the famed curved dash runabout, driven by a 1-cylinder, 7-horsepower engine. This was the first car in the industry to be built on a progressive assembly system—the first of many "firsts" for Oldsmobile in the automotive business.

This car had a top speed of 20 miles per hour and sold for \$650. A tiller was used instead of a steering wheel. The car was fitted with a two-speed transmission. The curved dash model had a 66-inch wheelbase, 55-inch tread, 28-inch wooden artillery wheels and 3-inch detachable tires, and a fuel capacity of five gallons.

Oldsmobile was the first to produce 2-cylinder and 4-cylinder cars instead of the 1-cylinder variety. Oldsmobile introduced nickel plating in the automobile industry in 1907 and in 1925 initiated chromium plating on motor cars. In 1939, Oldsmobile became the first manufacturer to make a fully automatic transmission, Hydra-Matic Drive, available on a volume basis, and helped inaugurate the post-war high compression engine era.

Records show that of the more than 5,000,000 Oldsmobiles that have been built there are almost 1½ million still registered which are five years or more old. Of this number there are 316,000 that are

PUBLIC NOTICE

Province of Quebec School Municipality of Drummondville

Public notice is hereby given to all proprietors of real estate and resident householders of this municipality that the collection roll of school taxes, as established by the school trustees of this municipality, has been made and completed and that it now is and will remain in my possession for inspection by parties interested, during thirty days from this notice, during which time it may be amended; any ratepayer may, during the said delay, complain of such roll, which will be taken into consideration and homologated, with or without amendment, at the meeting of the trustees to take place on the twenty-third day of September, 1957 at the Drummondville High School at the hour of eight o'clock in the evening; but such delay expired, it shall come into force and every person interested, after having taken cognizance thereof, if he so desires, shall pay the amount of his taxes to the undersigned, at his office within twenty days following the said delay of thirty days, without further notice.

Given at Drummondville this twenty-third day of August, 1957.
H. E. French,
Secretary-Treasurer,
Drummondville School Trustees.



This car was wrecked by a CNR train at a level crossing, St. Perpetue, County of Nicolet. The driver, Jean Baptiste Lessard of St. Frederic (Beauce) was killed instantly when tossed out of the vehicle.

been going tragically forward. One of the more important of them is the National House Builders Association's standards committee which meets each January with the Central Mortgage and Housing Corporation. Purpose of the meetings is to discuss ways to bring CMHC's building standards more into line with the standards of the National Building Code. The National Code is the building bylaw for more than 600 municipalities and is less strict in some of its requirements than the CMHC regulations.

But there are still some formidable obstacles to a drop in house prices, sometimes the Canadian Ho-

mes and Gardens article. Biggest single hurdle, say the builders, is land cost. Ready-to-occupy new houses with no takes emphasize that the market for so-called medium-price house (\$15,000 to \$30,000) has finally become saturated while the low-cost market remains virtually untouched. Economist David W. Slater of Queens University reports that most people are no longer willing to sacrifice everything they have for a home of their own. They would rather spend their money on such things as cars and television sets. If this is the case, builders will be forced to concentrate on the low-cost market.

The new Federal Building at Drummondville which will be called the "Heriot Building", will be officially opened on Monday, August 26th, at 2:00 p.m. The Honourable Léon Boucher, M.P., Solicitor General of Canada, will officiate. The public is cordially invited to attend.

DEPARTMENT OF PUBLIC WORKS OF CANADA

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DETROIT, Fort Wayne Hotel
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Need a "Lifter"? Have a Brading's ... the hearty ale!

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SLOW-BREWED TO THE QUEBEC TASTE

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LET'S GO TO
Canada's Great Eastern Exhibition
which will be held at
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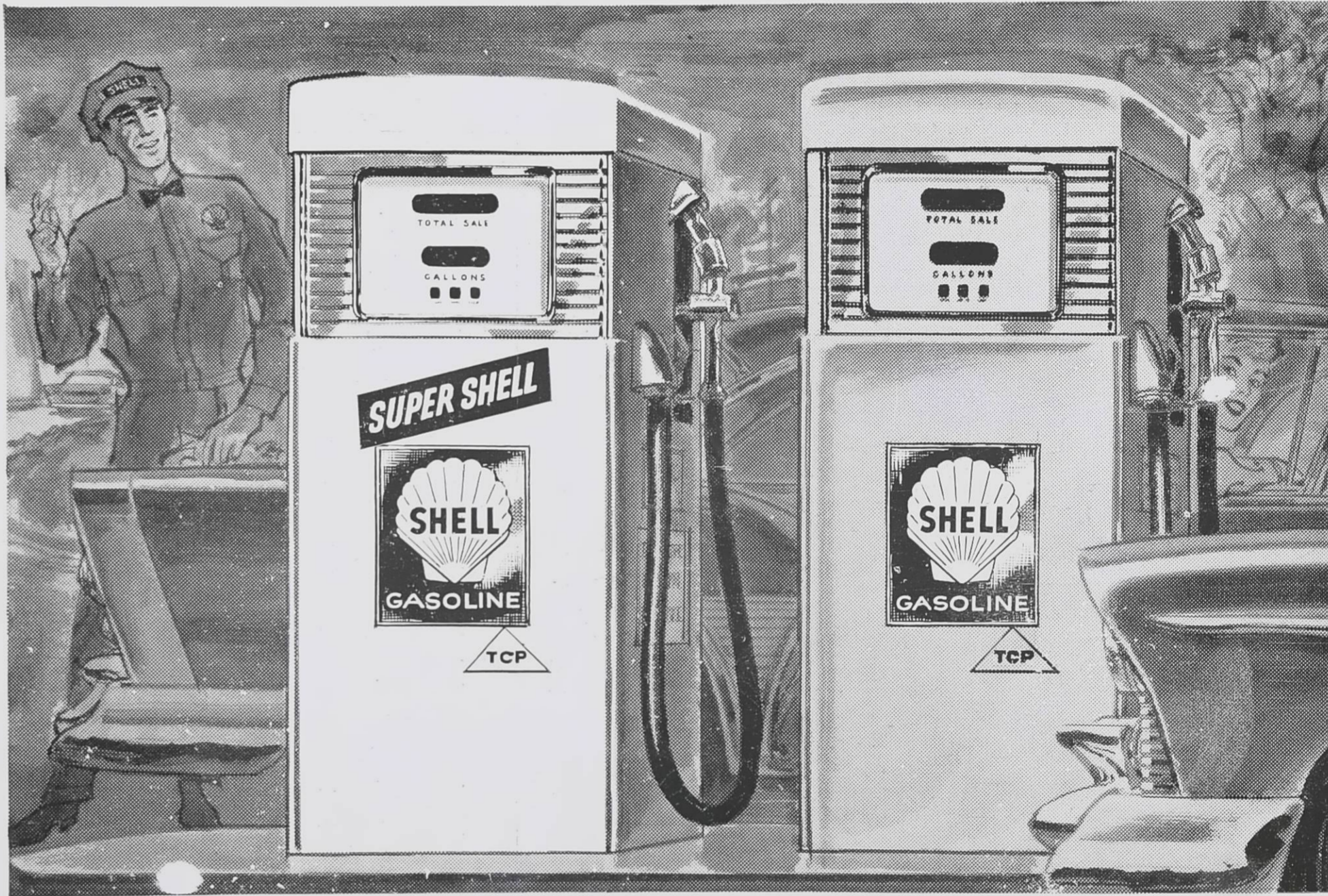
10 years or more old, and almost 30,000 which date back 20 years or more.

\$10,000 House

While \$20,000 houses stand empty

for lack of buyers the Canadian of average \$3,600 income can't find a house he can afford. The problem engaging the attention of Canada more serious-minded builders is the urgent need for the low-cost house in the \$10,000 bracket. Building Editor James A. Knight, writing in Canadian Homes and Gardens states, however, that prospect have seldom been brighter for these low-cost houses. For instance, principles of house building that can be applied anywhere in Canada to lower construction costs are being developed by the National House Builders' Association in collaboration with the National Research Council's Division of Building and Research, and Central Mortgage and Housing Corporation.

An experiment with the same goal was tried by a Toronto building firm this July. Consolidated Corporation set itself the task of building a three-bedroom brick bungalow in 24 hours. Besides focusing public attention on the company's subdivision, the purpose of the stunt was to determine if the new money-saving techniques could be adapted to mass building to reduce house-building costs. One big saving discovered, for example, was that the crane-hoisted roof was 25 p.c. cheaper than a usual roof. Some less spectacular efforts to reduce the cost of houses have



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