Richmond County Record

"Pledged but to Truth, to Liberty and Law: No Favor Wins Us and No Fear Shall Awe"

SIXTIETH YEAR | ARICHAT, CAPE BRETON, N. S., OCTOBER 6, 1956 | No. 6

Nova Scotia Fishing Industry

(This is the first in a series of articles written exclusively for the weekly newspapers of Nova Scotia and dealing with various phases of Nova Scotia industry. The articles are the result of a four-week, 1,800-mile tour of the province by a Department of Trade and Industry writer. Each article deals with a specific industry and is designed to give readers of the weekly press a general idea how the respective industries are contributing to their communities and to the province's economy as a whole. In the article that follows our readers will see where Rev. Father Forrest, of Petit de Grat had contributed greatly in the economic development of the fishing industry, in the County of Guysboro, during his pastorate at Larry's River.)

PORT BICKERTON, Guysboro County—This salty hamlet of fish wharves and snug homes is reaping results of community initiative and enterprise that ushered it into an era of prosperity unknown before in its long history.

Reason for this change in Port Bickerton's tide of fortune isn't hard to find. It is to be found in the rambling buildings on the dockside, in its fleet of long-liners and smaller boats, in its fish dock and its cold storage plant, most of which make up the physical assets of Bickerton Co-Operative Limited.

Its story is an inspiring one. It's a tale of adventure in ideas; of the determination of a group of fishermen to become masters of their economic destiny.

This movement that was to change Port Bickerton from a relatively unprosperous community had its brith in 1944—the fateful year in which many of the district's young men were sharing a common danger with their comrades-in-arms in the defeating of Adolph Hitler.

While the idea of economic co-operation was by no means foreign to the sturdy fishermen of this district, the idea was not brought into proper focus until 1944. That was helped to a great degree Rev. Charles J. Forrest, Larry's River, and Reid Songster, New Harbor, both enthusiastic expondents of the co-operative movement. They met with the fishermen and explained the principles by which other fishing communities had pulled themselves up by their own economic bootstraps.

It wasn't a difficult idea to sell. With a vigor and willingness clans of Nova Scotia, fishermen that so typifies the sea-faring of Bickerton area lost no time in spurring themselves into action.

They had little from which to make their original "kick-off." Practically all the assets of the original group was represented in the eight small boats which they owned and operated. They were organized as Station 132 under provisions of the Fishermen's Federation Act of Nova Scotia.

Through financial assistance from the Torbay Canning Company (another co-operative enterprise), the fishermen got together and built a small wharf and set-up a modest fish processing building.

While at that period it mightn't be fair to describe the Bickerton community as "poor," it certainly would by a grave over-statement to describe it as "prosperous". While homes were as neat and as comfortable as modest circumstances would permit, they were lacking many of the amenities that contributed to a higher standard of living.

Reason for that state of affairs in no way reflected on the energies or the talents of the villagers. The men worked hard and so did the women, but they were caught in a web of economic circumstances over which they had no control.

Main cause of the latter situation was rooted in the fact that the local fish plant of that time ceased operations in the winter, a move prompted mainly because small production would make a winter operation unprofitable.

Such a state of affairs could have only one result. Fishermen's earnings accumulated during the summer season petered out before the advent of spring fishing. Thus fishermen oftimes found themselves in debt at the commencement of a new season. Over the years, that became a discouraging pattern.

Coupled with that vicious economic circle was the almost constant pattern of bait shortage. Having no cold storage in which to store bait, the fishermen's activities hinged entirely on availability of bait.

It was those foregoing factors that led to the action in 1944. The following year fishermen saw the first fruits of their endeavor. That year's catch of 600,000 pounds by the original eight boats was pooled and marketed co-operatively.

The year 1946 saw many of the district's young men discharged from the armed services. As did their elders, these young men saw a future in the co-operative enterprize so boldy started two years previously. New plans were made. The need for larger boats as soon as possible was agreed upon,, and fishermen were unanimous that the plant must remain open throughout the winter even if the operation would be unprofitable for the first couple of seasons. Increased production was the ultimate object..

The first couple of years were rough ones. Earl P. Kaiser, present manager of the plant, recalled those lean days with a wry smile. "We had many ups and downs, I can tell you that. In '46 we nearly put padlocks on the place."

But from 1946 on the picture began to brighten. "In '47, '48 and '49 we bagan to pull ourselves out," said the youthful, soft-spoken Mr. Kaiser, who rose from fish-cutter to plant manager in four years. "In 1950 we built a cold storage for $45,000 with the help of government loans." The loans, both from the Federal Government and the Nova Scotia Department of Agriculture and Marketing, have been paid off.

Resolving of the bait problem by the erection of cold storage facilities now marked a turning point in Bickerton's economy and in the standard of living of its people. There was an air of confidence in the village. People there looked forward to better things. Homes were improved and conveniences were added that had been so long denied because of lack of means.

From 1950 on the story has been one of steady progress. In that year the catch was a million pounds of fish. The larger boat program was becoming one of reality. In 1952, the first 55-foot long-liner, built by a member of the co-operative, went into service. Now there are eight, with plans for more to come. The long-liners coupled with the fleet of smaller boats are expected to exceed last year's business volume of $325,000. The expected increase 4,000,000 pounds. would represent a total catch of

About two dozen workers are employed in the handling and processing of fresh fish for the Canadian and American markets. That, of course, is in addition to the more than three dozen fishermen actually engaged in fishing.

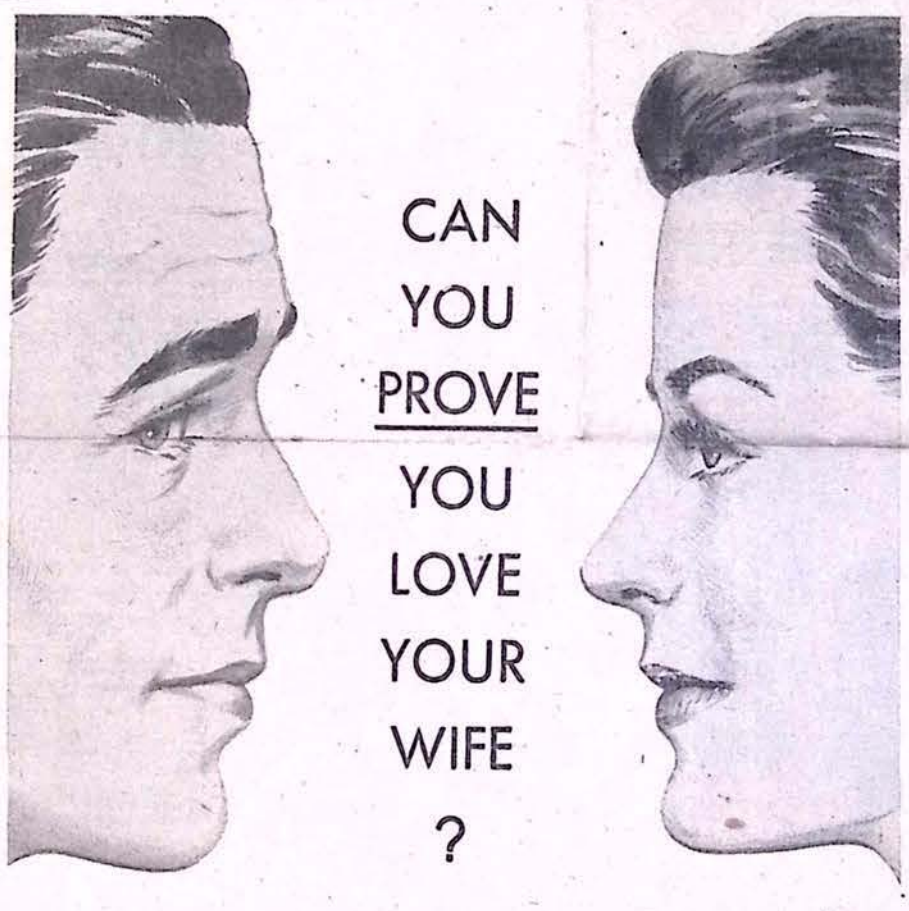
With the plant booming and the income of fishermen and plant workers avering between $3,000 and $4,000 a year, the organization has no intention of standing still. At the time of this writing, the co-operative is going ahead with expansion plans. A new foundation is being placed under the main building; dock facilities are being improved, new fish cutting equipment is being added, the fish processing line is being enlarged and improvements are being made in the offal disposal system.

Yes, things are going ahead in the Bickerton area. Homes have been improved, new homes have been built and more are being built.

As trucks and trailers roll out of the village bound for the railheads with Bickerton Co-operative Limited processed fish, more than one villager reflects on what change a decade has wrought—a change that brought the formation of a co-operative unit, a higher standard of living and a faith in their ability to make the next ten years even more satisfying.

I have always thought the actions of men the best interpreters of their thoughts.

John Locke



On the job, you're "Mr. Efficiency." Plenty of telephones, conveniently placed. But how about at home? Are you giving your wife the same sort of efficiency you enjoy? Can she pick up the phone in bedroom, kitchen, living room without fuss or flurry? If she can't, she needs extension telephones—to make her job easier, to save steps and time. A call to our Business Office will do the trick. Let your wife know what a thoughtful husband you are—order an extension phone today!



AN EXTENSION TELEPHONE **ONLY $1.10** A MONTH

After a one-time installation charge of $1.00.

MARITIME TELEGRAPH & TELEPHONE COMPANY LIMITED

50th Wedding Anniversary

We had the great honor and pleasure of being present at the 50th Wedding Anniversary of Mr. and Mrs. Murray Lewis, beloved couple of Sydney River, in the Coxheath district, on Tuesday, October 2nd.

On Tuesday afternoon, friends and relatives from all over the district and beyond its boundaries came to the home of Murray and (Ida Boutilier) Lewis, as they are familiarly known by both young and old, to congratulate the grand couple on the happy occasion.

It was a full day at the hospitable Lewis home, but the evening came with a greater number of well wishers who were unable to gain entrance to the spacious home for some time, however, everyone waited their turn to see the dear old couple on the memorable occasion.

Mr. Lewis is a son of the late Mr. and Mrs. Perry Lewis, of Lewis' Corner, a name prominently known and respected throughout Cape Breton Island.

Mrs. Lewis, the former (Ida Boutilier), also comes from a highly respected family in the Coxheath district.

It was delightful to hear the groups of friends gathered on the lawn and in the home make remarks like: "Murray and Ida have been grand neighbors" and then a younger man would pipe up and say "They were so good to all the young folk in the district". Kennie MacMillan a life-long neighbor: "God bless them and may they never grow older." Mr. Simpson, a native of Scotland, but a neighbor for many years: "Grand old couple, we are glad to be present at this anniversary for the sakes of "Auld Lang Syne."

A purse of money with a beautifully inscribed scroll bearing the names of friends and relatives was presented to the worthy couple as well as many individual gifts.

Music and songs took up part of the evenings entertainment. Mr. and Mrs. Lewis, joined in the fun and showed the younger fry how the old-fashioned dances in their day was done which gained much applause from all.

A delicious turkey salad was served to a gathering estimated in the vicinity of three hundred people at both the afternoon and evening reception.

Members of their family present were: Mrs. Murray Cossitt, (Muriel), Sydney; Mrs. Walter Burns, (Hazel), Sydney; Miss Violet Lewis and son Lloyd Lewis, Sydney River.

Outside guests at the celebration were: Mr. and Mrs. Leighton Amey, St. Peters and Mr. and Mrs. M. J. Bourinot and two sons, Lloyd and Cline of Arichat.

We would like to dedicate the following poem to Mr. and Mrs. Lewis,, written by that kindly poet, Edgar A. Guest, who no doubt had in mind such wonderful people as our dear old friends at Sydney River:—

FOR A FRIENDLY HEARTH

Come from the sunshine or the storm!
Come whether skies be gray or blue!
This hearth with sympathy is warm,
Our hearts have room for you.



Everett News

The death of Narcisse Marchand in his 55th year, occurred on September 17th, at East Boston, Mass., after an illness of a year.

He is the son of Mr. and Mrs. Ben Marchand, of Louisdale and was a devout member of the Catholic church.

The late Mr. Marchand was employed at the Monsato Co., in Everett, for many years and was highly regarded at the plant as well as by his friends in East Boston.

Besides his wife and parents, he leaves to mourn one sister, Mrs. Felix Landry, of Louisdale; also seven step-sisters and six step-brothers.

The funeral took place from the Holy Cross Church, Malden, Mass., and was largely attended by relatives and friends of the deceased. We extend our sincere sympathy to the bereaved wife and family.

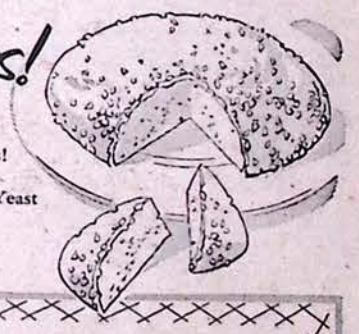
Friends of Mrs. M. MacPherson, of Grand Anse, will regret to learn that she had the misfortune of receiving injuries from a fall and was a patient in the Memorial Hospital, Inverness. We wish Mrs. MacPherson a speedy recovery.

Mrs. John Hanson of New Jersey and her brother, Clarence Marchand, of New York attended the funeral of their brother, the late Narcisse Marchand of East Boston.

Thomas Marchand of this place has returned from a motor trip to Pondville, C. B., where he visited relatives and friends.

Harold Boudreau, of Arichat, is visiting relatives here.

Scrumptious!



Coffee cake at its best
. . . sweet and scrumptious! And so easy to make with Fleischmann's Active Dry Yeast when you bake at home. Surprise *your* family tomorrow!

Butterscotch coffee cake

1. Measure into bowl
⅔ cup lukewarm water
Stir in
1 teaspoon granulated sugar
Sprinkle with contents of
1 envelope Fleischmann's Active Dry Yeast
Let stand 10 minutes, THEN stir well.

2. Sift together twice, then into a bowl
2¾ cups once-sifted all-purpose flour
⅓ cup granulated sugar
1 teaspoon salt
⅛ teaspoon grated nutmeg
Cut in finely
⅓ cup chilled shortening
Beat until thick and light
2 eggs
and stir into dissolved yeast. Make a well in dry ingredients and add yeast mixture; mix well, adding a little additional flour, if necessary, to form a soft dough.

3. Turn out on lightly-floured board and knead until smooth and elastic. Place in greased bowl. Brush top with melted shortening. Cover. Let rise in warm place, free from draft, until doubled in bulk—about 1¼ hours.

4. Punch down dough. Halve the dough. Roll each half into a 9-inch circle and place on greased cookie sheets. Brush each circle with melted butter or margarine. Cover. Let rise until doubled in bulk—about 50 minutes. Bake in a moderate oven, 350°, about 30 minutes. Cool and spread coffee cakes with the following butterscotch icing:

Measure into a saucepan, ½ cup lightly-packed brown sugar, few grains salt, 3 tablespoons butter or margarine and 4 tablespoons cream; stir over very low heat until sugar dissolves. Remove from heat and work in 1½ cups (about) once-sifted icing sugar—use enough sugar to make an icing of spreading consistency. Stir in ¾ cup coarsely-chopped toasted pecans and ¼ teaspoon vanilla. Yield: 2 coffee cakes.



Needs no refrigeration

Richmond County Record
Established 1897

Subscription rates to any part of Canada $2.00; United States $3.00.

Authorized as Second Class Mail, Post Office Department, Ottawa.

No responsibility is assumed by the Editor for the opinions expressed by correspondents.

M. J. BOURINOT, Publisher

ARICHAT, Cape Breton, N. S.
OCTOBER 6, 1956

FALL MEETING
RICHMOND COUNTY
HOME and SCHOOL ASSN.

Delegates and guests attending the Fall meeting of the Richmond County Council of Home and School Associations at D'Escousse on Tuesday were extended a cordial welcome by Mr. H. E. MacDonald, Member of the Municipal School Board. Mr. MacDonald expressed appreciation of the work accomplished by the Home and School in his own community and throughut the County. Prayer was offered by Rev. A. Doucet P.P., West Arichat.

Mr. M. A. MacNeil, Council President reported on the Home and School Convention he attended at Halifax in August.

Group discussions were held in the afternoon. Topics considered and leaders of groups were as follows:
School Education: Inspector R.J. Chiasson.
The Arts: Mrs. Paul White
Health: Miss C. Amirault, P.H.N.
Adult Eucation: Mr. Urbain LeBlanc
Conveners and Officers: Mr. M. A. MacNeil.

Mrs. Paul White, Regional Vice-President, asked the sdpport of local Associations in contributng to the Dora Baker Scholarship Fund and gave a brief sketch of the origin of this Fund and of how the Awards make to date have been used very advantageously by the two teachrs so honoured.

Inspector R. J. Chiasson reported that representative members of the Regional Library Committee of Richmond would meet shortly with a committee representing the Regional Library Board of Cape Breton to ask admittance of Richmond County to Regional Library Services. Inspector Chiasson urged all active associations and organizations in the County to participate in the drive for Library Service and to acquaint themselves with the with the facts regarding such service.

After supper, which was served by the ladies of the D'Escousse Home and School Association. guests were invited to the homes of local residents to view a half-hour television program on Folk Schools in which several former Folk School students were interviewed and a typical day at Folk School outlined. This program was of particular interest to Richmond Council as it has at various times granted scholarships to Folk Schools.

Mr. James J. Campbell, Johnstown, was Chairman of a Panel Discussion held at the evening session which brought out such points as " Where are we going in Home and School? What have we done? What can we do? Where have we fallen down?". Members parteipating were Mr. M. A. MacNeil, Louisdale; Mrs. Ernest Martell, L'Ardoise; Mrs. W. G. Langley, Point Tupper and Mr. James T. Richard, River Bourgeois.

ENGINES FOR SALE: 5 H. P. make and brake Acadia in good running condition. This engine is in the boat for the next three weeks and may be tried out.

Also air-cooled motor 2½ H. P., used only two years for lobster pot hoist. Apply to:

PROCESS BOUDREAU,
West Arichat, C. B.

FOR SALE — Fishing boat 23 feet long, 2 years old. 235 Chev Engine included. Apply to Willie Landry, Petit de Grat.



For low cost roofing on homes, farm buildings, summer cottages, garages, industrial buildings, etc., Alexander Murray's four types —Slate Surfaced, Talisman, Janus and Fibreweld roll roofings—will fill every need for economical roofing. Rich in appearance, they provide lasting protection against heat, cold, wind and rain.

Let us help you select the roll roofing for your need—you cannot go wrong when you choose Alexander Murray's Products.

J.W. STEPHENS
WHOLESALE and RETAIL BUILDERS Supplies
Woodworkers & Builders Limited
Phone the LUMBER NUMBER 5554
SYDNEY ... NOVA SCOTIA
The Only Unionized Lumber Dealer in Nova Scotia

FOR SALE — 1 Thor Electric Washer in good condition $50.00.
1 303 Lee-Enfield Rifle $35.00.
Apply to:—Mrs. Irving Latimer
P. O. Box 13, Arichat, N. S.

WORK HORSES FOR SALE.
Apply to,
WILLIAM MORRISON.
Phone 5-11
Loch Side, Rich., Co. C. B.

For all your baking use



If you bake at home-
Best Yeast is so convenient!
Just keep in a cool place...
no refrigeration needed!

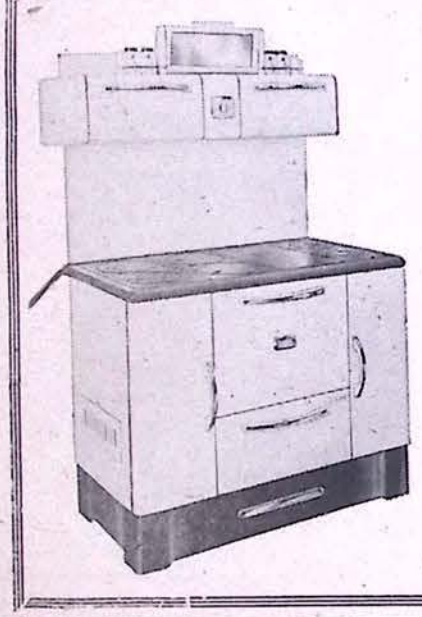
BEST YEAST Limited
LIVERPOOL, N.S.

MONUMENTS
Outstanding Designs
We have been appointed an Agent for:
ARSENAULT MONUMENTAL WORKS
ANTIGONISH, N.S.



We are now ready to give you quick service. Come and see our catalogue of beautiful designs to suit every purse.
Write or Phone for catalogue or if you wish we can call on you
C. A. BOUCHER
FUNERAL DIRECTOR
ARICHAT, C. B.

L'ISLET
A SYMBOL OF QUALITY IN THE STOVE INDUSTRY
MONTCALM
with LUXOR warming closet



Astove of amazing beauty, as modern as tomorrow. Its white porcelaine enamel finish is so bright and so easy to keep CLEAN. Highly polished cast iron top and waterfall design. Made in two sizes: The MONTCALM with an 18" oven or the FRONTENAC with an 16" oven. Large copper reservoir, capacity 6 gallons. May be purchased with electric fast heating elements or manufactured and propane gas attachment instead of resevoir.

Installed at No Extra Cost
SOLD BY;
Geo. A. Samson
Plumbing & Heating
Phone 46-5 PETIT De GRAT, N. S.

NOW IS THE TIME
TO
ORDER LIME

The soils of Nova Scotia are sour and REQUIRE LIME. In fact, they cannot be farmed successfully without it.

SO...
FOR THE LAND'S SAKE
...USE IT

Price: $2.00 per ton, in bulk carlots, delivered at nearest railway siding or at the quarry.

For additional details, consult your agricultural representative

NOVA SCOTIA
DEPARTMENT OF
AGRICULTURE AND MARKETING
HALIFAX, Nova Scotia



COME TO CALEDONIAN DANCE HALL GRAND ANSE, C. B.

Richmond County's Most Popular Entertainment Centre

Every Saturday Night; JARVIS BENOIT Orchestra

BIG BINGO GAMES---EVERY FRIDAY NIGHT

Richmond Transport Company

NORMAN SPURRELL, Proprietor

Weekly trips between St. Peters and Halifax and Points En-route.

Isle Madame Service

Furniture and Household Effects Moved Anywhere In the Maritime Provinces

For Information Apply To

Richmond Transport Company

Phone 74 St. Peter's Halifax, Phone 55147

Mail Orders

For fast dependable mail order service contact Buckleys Drug Store, Sydney, N. S. Compare our prices with any mail order catalogue.

DON. J. BUCKLEY

"THE DRUGGIST"

SYDNEY, — - Cape Breton

NO TRESPASSING: Notice is hereby given, that only those with the consent of Mr. Leonard Shannon, the man in charge of my property at Duke of York Meadow, will be permitted to enter this property.

J. J. LATIMER
Arichat, N. S.

NEWS ABOUT TOWN AND COUNTY



Building Dairy

J. Emile Benoit, one of our energetic young business men, is having a Dairy built, in conjunction with his farm. The building, is located at the head of Arichat harbor, on the land formerly owned by C. Howard Latimer.

The constuction of the building is in charge of Benedict Boudreau and Frank Britten.

A further account of this project will appear in a later issue, with photos.

Adding To Poultry Farm

Teddy Latimer, another progressive young man of this town, is having a large addition added to his poultry farm and will soon have an additional 7,000 chicks added to his flock.

FOR SALE: No. 618-A Enterprise Hot Air Coal Furnace; original grates still good; for quick sale $50. Apply to:

J. A. BENOIT,
Arichat, N. S.

90th Birthday

Our good old friend and neighbor, Capt Charles LeBlanc, of this place, celebrated his 90th birthday anniversary on September 24th.

Congratulations Capt. Charlie and many happy returns.

—:o:—

Return To Halifax

Capt. and Mrs. Fred Poirier, have returned to Halifax, after spending the past several weks at their old home in D'Escousse.

They made the trip back with their son-in-law and daughter, Mr. and Mrs. Levis Chiasson and their bright son, Donald who is a student at St. Mary's University.

—oOo—

Returns Home

Wilson Forgeron, arrived from Kingston, Ont., where he had been employed as a dredge operator.

Wilson has now retired after having spent many years as a dredge Captain, both in the U.S. A., and Canada.

Wilson will go into retirement at West Arichat, where both he and Mrs. Forgeron, will have the best wishes of their friends for many more years of continued health and prosperity.

—:o:—

Moved Into New Store

D. D. MacDonald's Ltd., who have been conductng a clothing businsss, in the store of Mrs. M. M. Terrio, have moved into their new quarters, opposite the Mrs. Alice Madden property.

The new store owned by Mr. MacDonald, was moved from Petit de Grat, where a clothing store was operated for a short time by the MacDonald firm.

This store building was moved to its present site some time ago from Petit de Grat and was considered quite an accomplishment.

The work of moving this large building was in charge of Zinc's Transportaton, Co., of Antigonish, under the personal supervision of Mr. Zinc the proprietor.

The building was placed on a large trailer float and conveyed the three miles from its old location opposite the property of Willard Marchand at Petit de Grat to Arichat without mishap.

Arthur Samson of Louisdale, was in charge of raising the building from its old site and placing it on its present foundation.

The actual moving of this large buliding took but only a few hours from the time it started on the highway at Petit de Grat until it came to a stop only a few yards from its present site.

Operations began the next morning and in the course of the day was permanently located on its foundation built previously of cement blocks manufactured by Arthur Samson, Louisdale, who also constructed the wall.

The moving of this building was watched with much interest and on the paved portion of the highway from Jean's lane through town it was a close squeeze in some places, due to the narrow road, but by skilful operation these difficulties were overcome.

About fifty years ago the big store of Robin Jones was floated across Arichat harbor to where it now stands and known as the late Thos. J. Boudreau, property, now owned by a daughter, Mrs. Eva Crosbie. This building was floated and moved by the late Lawrence Mury, of West Arichat and was considered a good piece of engineering and is still spoken about by some of the older citizens of the place.

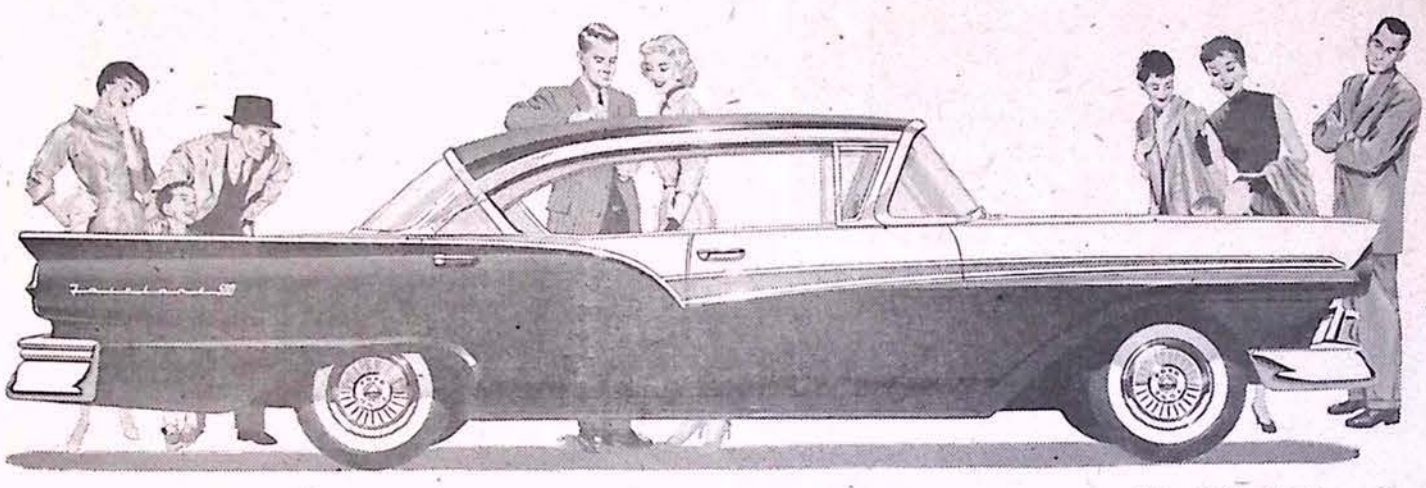
DEER HIDES WANTED. Prices Higher than last season.
Phone 4-4
HAROLD COVIN, West Arichat

EARL W. URQUHART
LL.B
BARRISTER, SOLICITOR, NOTARY, ETC.
WEST BAY, Rich. Co., C. B.

GEORGE H. WILLIAMS
LL. B.
BARRISTER, SOLICITOR
NOTARY PUBLIC
INSURANCE
Office: Town Hall Building
PORT HAWKESBURY, N. S.

GUNN & GUNN
BARRISTERS, ETC.
W. A. D. GUNN, Q. C.
A. O. GUNN, LL.B.
BOX 405, SYDNEY, N. S.
Canada Bonded Attorney Reps.
Specialized Collection Department

IT'S HERE... A NEW KIND OF CAR!



Fairlane 500 Town Victoria

NEW '57 FORD
a whole era ahead of the field!

Look at all that's new in the '57 Ford!

- *2 new super-sizes—Fairlane and Fairlane 500 models now over 17¼ feet long . . . Custom and Custom 300 models now over 16¾ feet long*
- *18 breath-taking models . . . including 5 brand-new station wagons*
- *Two longer wheelbases . . . far greater length, lowness and roominess*
- *Entirely new styling throughout . . . new sculptured body mouldings*
- *New front-hinging hood for greater safety, easier servicing*
- *New thinner rooflines, swept-back windshields*
- *New, super-thin centre posts on sedans for a true "hardtop" look*
- *New Safety-Curved instrument panel with recessed controls*
- *Dramatic new canted tail fins*
- *New Lifeguard safety features*
- *New "Automatic Doorman" . . . a helping hand in opening and closing rear doors*
- *New cowl ventilation for fresher, cleaner air*
- *3 new Silver Anniversary V-8 engines*
- *New, more powerful Mileage Maker Six*
- *New Super-Filter air cleaner, disposable oil filter*
- *Revolutionary new frame, over a foot wider*
- *New "Even-Keel" rear suspension and 4-way Angle-Poised front suspension for a softer, safer ride*
- *Plus many other new fine-car features!*

Two new super sizes . . . far longer, lower than ever before, with all Ford's famous headroom retained!

It's here now—in your Ford-Monarch Dealer's showroom . . . the finest Ford of all time, with the most sweeping changes in all Ford history!

It took a revolution in design to make possible Ford's new low-to-the-ground styling for '57. These lithe and lovely '57 Fords are actually up to 9 inches longer than in '56 . . . the *biggest* cars in their field, longer than many medium-priced models! They're up to 4 inches *lower*, too—yet there's just as much headroom and legroom as ever!

The new kind of "magic" you'll discover when you drive the new kind of Ford for '57 starts with the new 'Inner Ford'—*proved in action!* At its very foundation is a new and revolutionary kind of chassis . . . a new contoured frame that's built a full *foot* wider midway!

'57 Ford . . . first in the field to offer 2 big-car wheelbases!



118" ON FAIRLANE & FAIRLANE 500

116" ON CUSTOM & CUSTOM 300

This is the 25th anniversary of Ford's V-8 leadership . . . and the new kind of Ford for '57 brings you even *more* of the kind of performance that made Ford the leader! Now Ford offers *three* brand-new V-8's—the 190-Hp. Ford V-8, the 212-Hp. Thunderbird V-8 and the mighty new 245-Hp. Thunderbird Special V-8! And Canada's newest SIX—the '57 Mileage Maker—is available in all Custom and Custom 300 models and in three popular station wagons!



Fairlane 500 Club Victoria

(Certain features illustrated or mentioned are "Standard" on some models, optional at extra cost on others)

SEE THE NEW '57 FORD . . .
AT YOUR FORD-MONARCH DEALER'S

RICHMOND MOTORS

See CLARK KAPLAN, ST. PETER'S, C. B.

Isle Madame Sub-Dealer See LEO MARTELL

MARTELL'S GARAGE PONDVILLE, C. B.

BOYS' CLOTHING

DUNGAREES — T-SHIRTS

Khaki Pants — Sweat Shirts

DRESS PANTS — BELTS

WINDBREAKERS

Sport Shirts — Pyjamas

NYLON SOX — CAPS

Sweaters — Viyella Shirts

Cape Breton's Style Centre

Yazer Bros.

The Best Place To Buy

SYDNEY and SYDNEY MINES

m. v. VANAHEIM



Daily Except Sunday
(subject to weather conditions)
MOTOR SHIP FREIGHT SERVICE
- MULGRAVE
- QUEENSPORT
- ISLE MADAME

Also Overland Passenger Service daily except Sunday — Isle Madame C.N.R. Station. to MacIntyre Lake.

A. J. LANGLEY, Jr., Manager, Port Hawkesbury, N.S.
C. S. MALZARD, Agent, Arichat, N.S. — Phone 15
L. A. SAMSON, Phone 1-3, Petit de Grat, N.S.

STUDENTS!!!

The Nova Scotia Agricultural College

OFFERS

THE FOLLOWING COURSES:—

- General Agriculture
- Farm Course
- Advanced Farm Course
- Degree Course

(The first two years of a four-year course leading to the degree.
"Bachelor of Science in Agriculture.")

EXCELLENT INSTRUCTION

NO TUITION FEES FOR MARITIME STUDENTS

CALENDAR ON REQUEST

The Registrar

NOVA SCOTIA AGRICULTURAL COLLEGE

TRURO

THE WALKER FINANCIAL COMPANY

Port Hawkesbury, C. B.

G. S. WALKER, Manager

4% Paid on Deposits

Investments, Fire and Life Insurance

Sydney-Arichat Bus Schedule

(EFFECTIVE UNTIL FURTHER NOTICE)

MONDAY, WEDNESDAY and FRIDAY

Leaves Sydney 9 a.m. Arrives Arichat 12.30 p.m
Leaves Arichat 1.45 p.m., Arrives Sydney 5 p.m.

* * * * * *

TUESDAY, THURSDAY and SATURDAY

Leaves Sydney 9 a. m., Arrives St. Peter's 11.30 a.m.
Leaves St. Peter's 2.30 p. m., Arrives Sydney 5 p.m.

NO BUS ON SUNDAY'S

GORDON BUS SERVICE

FISHERIES OFFICER GAINS PROMOTION

The promotion of Fisheries Officer Ambrose P. Fitzgerald of Halifax to Assistant Chief Protection Officer for the Maritimes Area has been announced by Loran E. Baker, Chief Supervisor of Fisheries for the Maritimes Area of the Federal Department of Fisheries.

The promotion is effective as of August 1. In his new position he will be directly responsible to the Chief Protection Officer, Forrest Watson, for the administration of all protection regulations of the Department in three Maritime provinces.

Born in Queensport, Guysboro County, Mr. Fitzgerald attended school there and later at the Nova Scotia Agricultural College at Truro. He was first appointed to the Department of Fisheries in 1931 after working for several years with various private fisheries firms.

He received various promotions during the ensuing years and was transferred to Halifax in 1947. He is married to the former Loretta McLeod, R. N., of Glace Bay.

L. I. POIRIER

D'Escousse Service Station

COMPLETE AUTOMOTIVE SERVICE

ESSO PRODUCTS—GAS, OIL

ATLAS GUARANTEED TIRES

LUBRICATION

MOTOR REPAIRS

Tubes, Batteries, Fan Belts

Ignition Accessories

Cars Washed, Simonized and Vacuum Cleaned at Moderate Cost.

We Honor Esso-Matic Credit Cards from Coast to Coast.

GIVE US A CALL

It's Always a Pleasure to Serve You

PREPARATION H

Shrinks Hemorrhoids without Surgery



OINTMENT $1.19 | SUPPOSITORIES $1.49

St. Peters *Rexall* Drug Store

Donald Stone, Registered Druggist

ST. PETER'S, : : : Cape Breton

It's Chappells For Lumber And Building Supplies



EVERYTHING FOR THE BUILDER









Chappells has always insisted on Quality First! That's why Cape Breton home owners have been coming to us for nearly half a century---whenever they need sturdy, dependable lumber and building supplies.

CHAPPELL'S Limited

Lumber & Building Supplies

SYDNEY and GLACE BAY

JAMES J. HANIFEN

CONTRACTORS

PLUMBING, HEATING & SHEET METAL

We will gladly estimate on your plumbing and Heating requirements

Phone Office: 866 ANTIGONISH, N. S.

OR

E. R. SILVER, Phone 173, Res. Antigonish

J. J. HANIFEN, Phone Res. 023-5



Building a seaway

Hour after hour, day after day...GMC trucks slug it out on Canada's biggest construction job

Swinging out of the pit with a 12-ton load in the dump, this GMC 500 has a two-mile run ahead of it. And what a run it is . . . littered with boulders—rutted with rains—it's a bone-breaking, torturing trip for *any* truck. But these big GMC's have mastered it!



There's a roar as twelve tons of rock and gravel spew out of the truck bed. Now it's the bulldozer's turn. And the job goes on in every extreme of heat and cold. These GMC's have to keep up with the schedule whether the temperature is 30 or 130. Make no mistake, they're doing it!



A GENERAL MOTORS VALUE

Building a seaway means building roads—moving towns—relocating railroads. For Sir Robert McAlpine and Sons (Canada) Limited, building a seaway means long hours on the run, hauling 12-ton loads on the railroad-building job—and keeping at it until the schedule is met.

Building a seaway means the toughest test yet for any truck . . . but these big GMC's are proving that they're the ruggedest, go-gettingest trucks on the job. Prove it on *your* job.

There's a GMC truck made to match it!

When it comes to rugged trucks come to

GMC

GMC-1056C

ERNEST S. THOMPSON LIMITED

MAIN STREET, - - ST. PETER'S, N. S.